The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

Public service by Western cleaners boosts prestige of industry nationally. See story on page 74

Formula for success in small plant . . . . . page 38

Flameproofing is simple and profitable . . page 56

How to build deluxe cleaning volume . . . . . page 66

JANUARY, 1957

dust and lint in your solvent can clog filter screens

—use

HYFLO

—it protects screens, keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.

Johns-Manville HYFLO

JOHNS-MANVILLE JM PRODUCTS

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

How top quality BUCKEYE CLEAN CHARGE† puts promotional power behind increased demand FOR "LINT-FREE CLING-FREE"* DRY CLEANING PROCESS

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

WIDESPREAD NATIONAL ADVERTISING

to consumers—in popular magazines like *Ladies' Home Journal, McCall's, Parents', Glamour,* and many, many others!

STRONG TIE-IN NEWSPAPER ADS

—hard-hitting, inexpensive advertising that really pays dividends . . . in increased sales . . . in establishing *your* plant as a modern quality dry cleaner!

and now ANOTHER great business builder—with terrific tie-in strength!

New "DYP"—made with the same anti-static action provided by Buckeye Clean-Charge† †—leaves garments free from clinging. Makes extra sales for you while selling customers on the "Lint-Free Cling-Free"* Process.

NEW NATIONALLY ADVERTISED **"DYP"*** —eliminates clinging from lingerie, slips, nightgowns, and other garments that are usually hand-laundered.

BRING CUSTOMERS IN FOR A 1-OUNCE SAMPLE BOTTLE

TIE-IN YOUR "LINT-FREE CLING-FREE"* DRY CLEANING PROMOTION WITH THE PROMOTION ON "DYP"! ORDER TODAY!

Limited quantity. Packed 50 per case in individual display cartons, with space on back of cartons for stamping your own name.

Freight prepaid from Dayton, Ohio

8-OUNCE BOTTLE

In attractive self-displayer. Packed 12 per case.

The Davies-Young Soap Co.
Box 995
Dayton 1, Ohio
Please send me further information on Dyp.
Name
Plant
Address
City State

†U.S. Pat. No. 2729576, Canadian Pat. No. 528758, other patents pending

*Trademark of The Davies-Young Soap Company

SYMBOL OF QUALITY
THE DAVIES-YOUNG SOAP COMPANY
BOX 995 DAYTON 1, OHIO

NATIONAL CLEANER & DYER, January, 1957. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6.00 per year. Volume 48, No. 1. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

Dicalite 7

does two jobs at once!

No other filter powder can do so much for you, for there isn't anything else like *Dicalite 7*. Not only does it filter the solvent sparkling bright and clean, but it makes the solvent *conductive*. Out goes static – gone are your troubles with linting, greying and dusting! With *Dicalite 7* you can count on fewer re-runs, less spotting, less handwork. Garments come through beautifully clean and bright – orders are ready when promised – customers are happy with both your cleaning and your on-time service.

Charged system? Certainly! *Dicalite 7* works beautifully in charged system drycleaning, either in the one-bath or two-bath method. And *Dicalite 7* doesn't cut the charge!

Insist on Dicalite 7; if your supplier doesn't have it now, he'll get it for you!

Dependable GLC GREAT LAKES Dicalite DIATOMACEOUS MATERIALS

DICALITE DIVISION, Great Lakes Carbon Corporation, 612 S. Flower St., Los Angeles

You can't use the BLADE without the RAZOR!

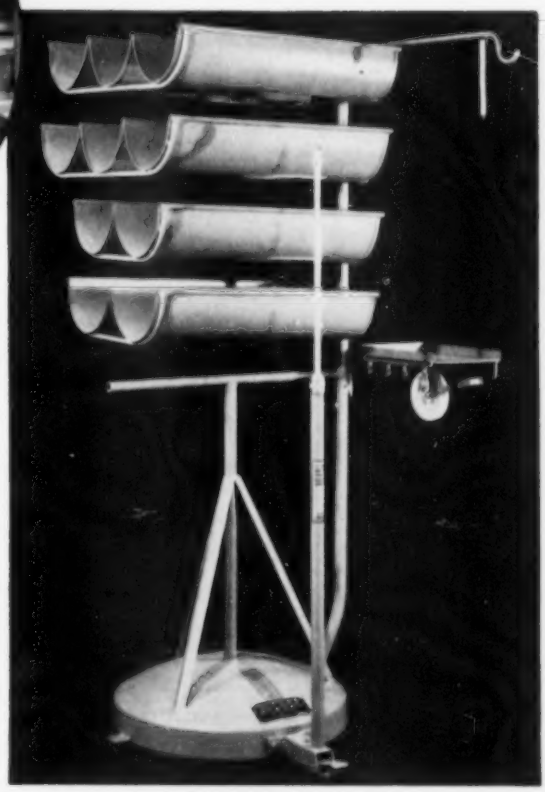
and . . . you can't use

PLASTIC BAGS

without the Bishop

BAG-O-TERIA

PAT. APP. FOR



TEAR-PRUF

Any bag *glides* over "Rollo-Top" end of bagging rod—safely!

SLIP-PRUF

Always ONE at a time — The others STAY PUT

EASY-LOADING

Mr. Drycleaner

Only with a BAG-O-TERIA can you obtain maximum benefit and economy from plastic bags. There's a model just right for you . . . in plant and stores. Order From Your Jobber.

Model B30-44, Four-shelf Unit $149.00
Model B30-43, Three-shelf Unit 135.50
Model B30-42, Two-shelf Unit 119.00

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BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.

Contents

The ... National CLEANER & DYER

VOLUME 48
NUMBER 1
JANUARY
1957

FEATURES

What Makes Joe Click? ..... By Art Schuelke 38
Fabric Facts, Part VIII—How To Identify, Clean, Spot and Finish Thermoplastics ..By Laura Porterfield and Cort Antonson 46
There's No Secret About Flameproofing ..... By Gerald Whitman 56
"The Best Is the Cheapest" ..... By Art Schuelke 66
Patriotic Cleaners Aid Olympic Team ..... By Lou Bellew 74
Index to 1956 Articles in NATIONAL CLEANER & DYER 76

DEPARTMENTS

New Products and Literature 10
Signs of the Times 16
Business Builders 20
Questions and Answers 23
Gadgets and Gimmicks 28
Legal Decisions ..... By A. L. H. Street 32
Editorials 37
N.I.D. News 62
Association Notes 64
News From the Allied Trades 94
People and Places 100
Meetings Scheduled 103
Obituaries 104
Classified Advertisements 105
Advertisers' Index 109
Our Readers Say 110

480 Minutes

There certainly has been a change in the way employees are treated today.

With all the applied psychology used, the featherbedding, the fringe benefits offered, it's surprising any work gets done. There are still only 60 minutes in an hour and the average eight-hour day is a far cry from what most of us born around World War I can remember when we went to our first jobs.

But somehow the job gets done today. Gross national product figures continue to zoom to new highs. Incomes are better than ever. This couldn't happen unless more goods and services were turned out in greater quantities by plants and factories.

Occasionally, though, the business executive gets flustered by his employees' production and attitude. One I heard of recently gave vent to his pent-up feelings by posting a sign on the bulletin board that read like this:

"Each of you knows that our work day begins at 8:00 a.m. Most of you somehow manage to arrive from 15 minutes to a half hour late. The next order of business, after you prepare for your work, is to review the various television shows from the night before.

"By this time it is necessary to stop the conversation for coffee. This is followed by a general discussion of new marriages, births, divorces or generally lousy working conditions in the plant. In some cases these discussions get so heated you are almost late for lunch.

"The early afternoon is devoted to the latest developments in sports, interrupted only by afternoon coffee. Fortunately, there is still time left to discuss plans for the evening, what's for supper, before the whistle blows.

"Now this is all well and good. Our only problem is that unless we get some production done, we may have to close this club. Therefore, beginning tomorrow, we are going to begin a novel experiment. Starting in the morning, we are going to institute a 'Work Break'. If it works well we may have two or three of these a day. It may keep us all on the payroll!"—*Art Schuelke*

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Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y. David L. Harrington, Chairman of the Board, Gaylord Donnelley, Vice-Chairman of the Board; Curtiss E. Frank, President; Albert M. Andersen, Executive Vice-President; Harold P. Harper, Donald B. Arnold, Hamilton B. Mitchell, Giles B. McCallum, Vice-President; Edward A. O'Rorke, Assistant Vice-President; Karl G. Clement, Controller; James H. Evans, Secretary-Treasurer.

Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, $4.00 per year; foreign countries in Postal Union, $6.00 in advance. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, $1.00. Publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Volume XLVIII, No. 1. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

Executive, Editorial and General Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000
Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago, Illinois. Telephone: WEbster 9-5255
West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California, and 5478 Wilshire Boulevard, Los Angeles 36, California.

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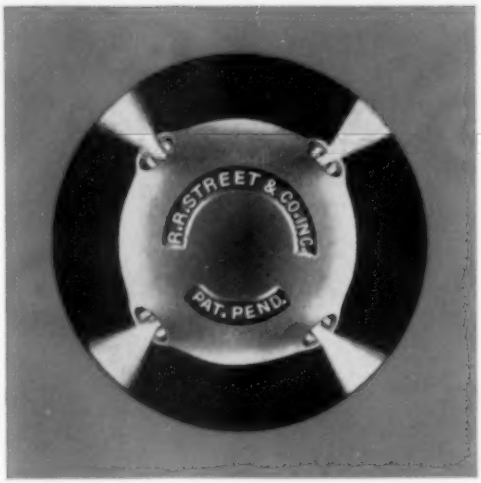
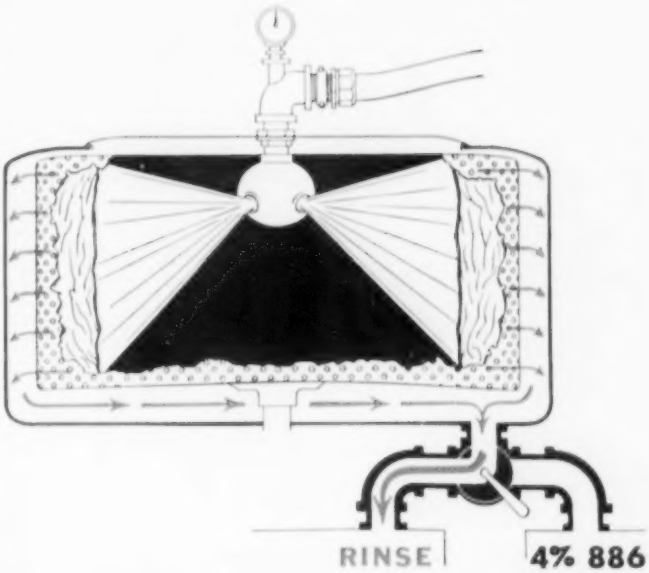
Postmaster: Mail Form 3579 for undeliverable copies to 305 East 45th Street, New York 17, N. Y.





Street's

Extractor-Rinse* Process

MYCEL
CONTROLLED *drycleaning*

MYCEL Controlled Drycleaning calls for the use of 4% 886, Conductivity Control and a separate purified rinse. STREET'S X-R Process makes it convenient and economical for petroleum plants to spray-rinse right in the extractor, without additional handling of garments. The services of 50 highly trained field technicians are available.

R. R. STREET & CO. INC. 561 WEST MONROE STREET, CHICAGO 6, U.S.A.

*PATENTS—The following patents pertaining to the X-R have been assigned to R. R. Street & Co., Inc.: U. S. Patent No. 2480921, Canadian Patents No. 530,041 and No. 530,042. Other patents pending.

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Jean Smart

learns the

SHOCKING TRUTH

ABOUT

SHRINKAGE!

The sad truth is that garment shrinkage is an all too common complaint among today's quality-conscious dry cleaning customers. Lack of proper temperature control in many dry cleaning reclaimers often results in shrinkage problems that can lose customers *and* also lose repeat-business profits for you.

To eliminate the excessive heat which causes shrinkage, Hoyt engineers have now introduced a new Quick-Cooling Cycle in the Hoyt Super Fast Solvo Miser Series 57. The revolutionary new air-flow design not only assures better temperature control and faster, more efficient operation, but actually permits reclamation of the final traces of perc *while the cooling cycle is in operation.* This eliminates or greatly reduces the need for deodorization and gives garments a natural feel and finish which considerably reduce the cost of finishing.

It's also true that the new Series 57 Super Fast Solvo Miser offers many more time and labor-saving features that pay off in easier operation and lower production costs all along the line. These include . . .

- A King Size Lint Trap . . . conveniently located at eye level . . . readily cleaned in just 27 seconds!
- Electric Timing System.
- Removable front panels which put coils, fan and fan motor within easy reach *from the front of the machine!*
- A wide range of sizes to match the capacity of any cleaning machine with a reclaimer of exactly the right size. These Solvo Misers are available with either automatic or manual controls to meet your specific operating requirements.

Don't let excess temperatures shrink your profits...

HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

Jean Smart

says:

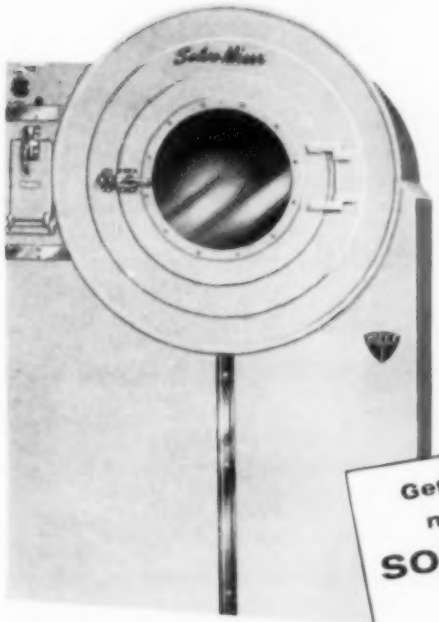
Don't let your profits go up the flue!

"Perc" up the pipe is like money out the window, when you're trying to run an efficient dry cleaning plant. Unobserved and uncontrolled, it can soon add up to costly operating losses . . . fewer profits for you!

To combat these losses and provide more efficient reclamation, Hoyt engineers have now developed an exclusive Deodorizing Signal Light for the new Series 57 Super Fast Solvo Miser. While Hoyt's Quick-Cooling Cycle makes deodorization optional, this new warning light is provided for use where deodorizing is desired, to warn the operator when the system is open. Costly vapor losses are thus eliminated when a new load is added.

This is but one of many money-saving features built into the new Series 57 Solvo Miser . . . time and labor saving features you need.

- A new Quick-Cooling Cycle to permit continuous reclamation during cooling.
- Electric Timing System.
- King Size Lint Trap conveniently located at eye level . . . readily cleaned in 27 seconds.
- Coils, fan, and fan motor easily accessible *from the front of the machine*.
- A wide range of sizes; you can match any capacity cleaning machine with a reclaimer of exactly the right size. Solvo Misers are available with either automatic or manual controls.



Put a damper on high operating costs... and tuck away added profits

Get the facts on a money-saving SOLVO MISER NOW!

HOYT

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

FOR BEAUTIFUL LEATHER CLEANING AND REFINISHING

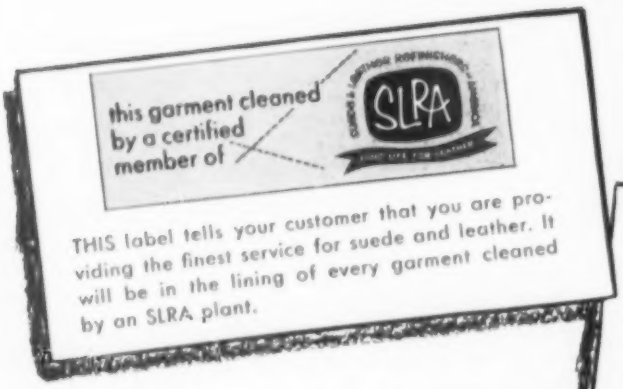
YOU CAN BANK YOUR REPUTATION *and profits*

on suede and leather garments cleaned by . . .

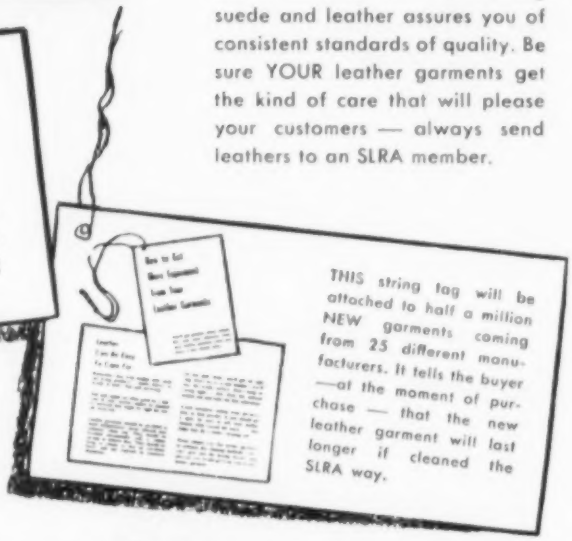
a member of the

SUEDE & LEATHER REFINISHERS OF AMERICA
SLRA
LONG LIFE FOR LEATHER

This nation-wide trade association devoted to the development of better methods for maintaining suede and leather assures you of consistent standards of quality. Be sure YOUR leather garments get the kind of care that will please your customers — always send leathers to an SLRA member.



THIS label tells your customer that you are providing the finest service for suede and leather. It will be in the lining of every garment cleaned by an SLRA plant.



THIS string tag will be attached to half a million NEW garments coming from 25 different manufacturers. It tells the buyer —at the moment of purchase — that the new leather garment will last longer if cleaned the SLRA way.

This is a partial list of only those SLRA plants who solicit your wholesale trade. Contact your nearest plant for information. For complete SLRA membership lists, write headquarters:

SUEDE AND LEATHER REFINISHERS OF AMERICA

100 EAST OHIO STREET, CHICAGO 11, ILLINOIS

CHAPMAN SUEDE & LEATHER REFINISHERS
1307 Franklin Ave., Wichita, Kans.

CINTI SUEDE & LEATHER CLEANERS
8581 Cheviot Rd., Cincinnati, O.

CUSTOM LEATHER REFINISHERS
310 Prospect St., Trenton, N. J.

HELENIZING
312 W. 44th St., New York 36, N. Y.

HUDSON FUR CLEANING CO.
106 Cranston St., Providence, R. I.

KIRK'S SUEDE & LEATHER REFINISHERS
1731 W. Fulton St., Chicago, Ill.

KIRK'S SUEDE & LEATHER CLEANERS
7320 Melrose Ave., Los Angeles, Cal.

REED CLEANERS
20—13th St., N., Fargo, N. D.

THE SUEDE KING
1311 E. State St., Sharon, Pa.

TOWNE & COUNTRY CLEANSING CRAFTSMEN
48 Chandler St., Worcester, Mass.

WARDROBE SERVICE
1304 McGee, Kansas City, Mo.

WASHINGTON CLEANERS & DYERS, INC.
5581 Wells Ave., St. Louis, Mo.

PLEASE CUT OUT THIS PAGE AND FILE

More answers to questions often asked about

PERCHLORETHYLENE

NUMBER 5 OF A SERIES

Continuing our current series, Columbia-Southern answers questions frequently asked by dry cleaners about Perchlorethylene. Since every dry cleaner is concerned with making a bigger profit, reducing overhead, and increasing customer satisfaction, we believe you will find these answers of interest. If you have any questions of your own you would like answered, please forward them to us.

How does the recovery of Perchlorethylene compare with other solvents?

It is the most completely recoverable solvent.

Can operating procedure affect mileage?

Yes. For efficient solvent recovery, sufficient time must be allowed for extracting and drying.

Can you suggest maintenance procedures for obtaining better mileage?

1. Empty lint bags or screens frequently.
2. Make sure the vents on the unit close properly.
3. Keep the heating unit and condenser of the reclaimer clean.
4. Clean water separator and lines frequently.
5. Make sure the tumbler door seats properly against the gasket.
6. Make sure pipe connections and pump packings are tight.
7. Close unit doors at night.

Are Perchlorethylene fumes nauseating?

Breathing excessive amounts of any solvent vapor sometimes causes an operator to feel nauseated. Normally, with proper maintenance and operating procedures, such as those mentioned above, the amount of vapors present in the air should be low and cause no difficulty.

Please explain stability in Perchlor

Stability is resistance to decomposition.

Is Columbia-Southern Perchlor stable?

Yes. It is noted for its uniformly high quality and stability. Columbia-Southern Perchlor, designed for dry cleaning, is your assurance of excellent performance and results.

What percentage of the new shops use Perchlorethylene?

Conservative figures estimate that two-thirds specify Perchlorethylene. This is because Perchlorethylene not only cleans clothes quicker, more efficiently, and leaves no odor in garments, but it has many other advantages to insure a smoother operating shop and bigger profits.

For more information, call or write Perchlor Dept., at our Pittsburgh address. In our next ad, we will cover more questions of interest on the subject. We suggest you clip this page for your file.

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY

ONE GATEWAY CENTER · PITTSBURGH 22 · PENNSYLVANIA

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IN CANADA: Standard Chemical Limited and its Commercial Chemicals Division

NEW PRODUCTS AND LITERATURE

Bock Improves Extractor

Gyro-balancing, an improved motor and three-point suspension system are the "ExtrAction" features that have been added to the Bock M-100 Extractor. In the new gyro-balancing there is a smaller center-post in the basket, free of drive pins or wearing parts. The gyro-balancing ball has a replaceable insert that minimizes the need for lubrication and provides better balancing, Bock states.

The single-phase improved motor is so constructed that its performance characteristics are similar to those of a three-phase motor, the manufacturer claims. It contains a heavier bottom bearing; shorter, heavier shaft; a heavier commutator; larger motor brushes; and no short-circuiting device—all of which contribute to longer motorbrush life. The motor runs cooler even with more frequent starts per hour.

The three-point suspension system provides better balancing even under adverse conditions, the company claims.

Bock is also offering Models 200 and 200-A Fluid Drive Extractors in the same (25 pounds dry weight) capacity as the Model M-100. For further information write to the Bock Laundry Machine Company, Toledo Factories Bldg., Toledo 2, Ohio.

YOUR REQUEST
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Kandu Restores Pile Coats

Kandu Cleaners, Inc., announces the availability of its service for restoring and rejuvenating "ruined" furlike synthetic pile coats. According to Sol Wexler, president of the firm, any Glenara, Borgana, Cloud No. 9, Furalla, Belliore, Ollegro or similar garment that has a tufted, matted appearance can be rejuvenated satisfactorily.

Kandu, one of the co-originators of the Fur-Feel process, also specializes in restoring pile fabrics that have been affected by heat or that have excessively soiled crease marks and collar-cuff soil lines.

Further information is available by writing Kandu Cleaners, Inc., 312 Seventh Ave., New York, N. Y.

New Warco Spotting Bottle

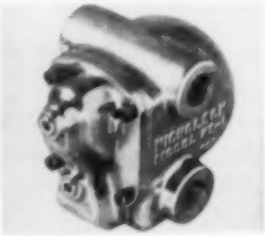
Warco Laboratories reports the addition of the Warco Plastic Spotting Bottle to its line of cleaning chemicals and spotting specialties.

The new spotting bottle is calibrated up to 6 ounces and is used for all spotting agents with the exception of a few chemicals on the dry side. The long spout of the bottle's cap allows for dispensing a drop at a time or more as desired.

Warco recommends that six of these nonbreakable bottles be used on each spotting board.

For further information write direct to Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.

New Nicholson Steam Trap



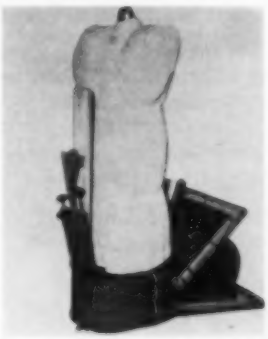
A new Float-Thermostatic steam trap for a wide range of applications requiring high-discharge capacity at pressures up to 25 p.s.i.g. has been announced by W. H. Nicholson & Co.

Said to represent a new design concept for this type of trap, the Model FT-1 features a discharge-valve operation which is actuated by line pressure rather than by float buoyancy. Valves and seats (separate discharge is provided for condensate and air) are of stainless steel and need not be changed for any pressure within the trap's range. A major design feature is that all internal mechanisms are attached to an easily removed cover plate. Inspection and servicing are accomplished with little effort.

The unit readily fits into existing piping layouts by virtue of its dual inlets and outlets which permit universal installation. The trap is small, light and available for ¾-inch and 1-inch lines.

Write to W. H. Nicholson & Co., 12 Oregon St., Wilkes-Barre, Pa., for further details.

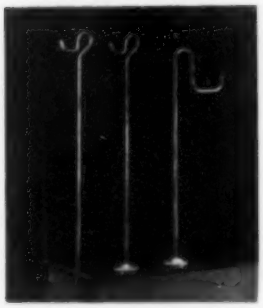
Hall Steam-Air Covers



Hall Manufacturing Company, Brookline, N. H., is now offering a complete line of steam-air covers for all models of Hoffman, Cissell, Adjusta-Form and Glover steam-air machines.

All covers are of heavy duty construction, featuring specially treated nylon to prevent stiffening, all stainless-steel fittings and nonfraying overedged seams.

New Counterack Model



A new model of the "counterack" has been added to the line of Newhouse specialties, according to E. J. Newhouse, president of Newhouse Specialty Company, Inc., 3827 San Fernando Rd., Glendale, Calif.

The new counterack is fashioned of heavy chrome-plated tubing with an extra-large hanging hook for capacity loading. It brings the number of Newhouse counteracks to three—two counter models and one floor model. The latter rests on the floor and attaches to the end of the counter.

Mr. Newhouse points out that the use of counteracks saves time and aids in accurate checking. It also keeps the cleaned clothes from coming in contact with soiled ones.

Details may be obtained by writing to the company.

Haertel Releases Catalog

The Walter Haertel Company has made available its new catalog of equipment for garment storage vaults and fur cleaning and finishing. The catalog contains illustrations, descriptions and specifications covering the complete 1957 line. Also described is the new 1957 line of Vaultmasters for conditioning all sizes of vaults, vault doors and inner doors, rack fit-

Continued on page 96

VIC *Rocket Per*

50 lbs. per load!

FULLY AUTOMATIC

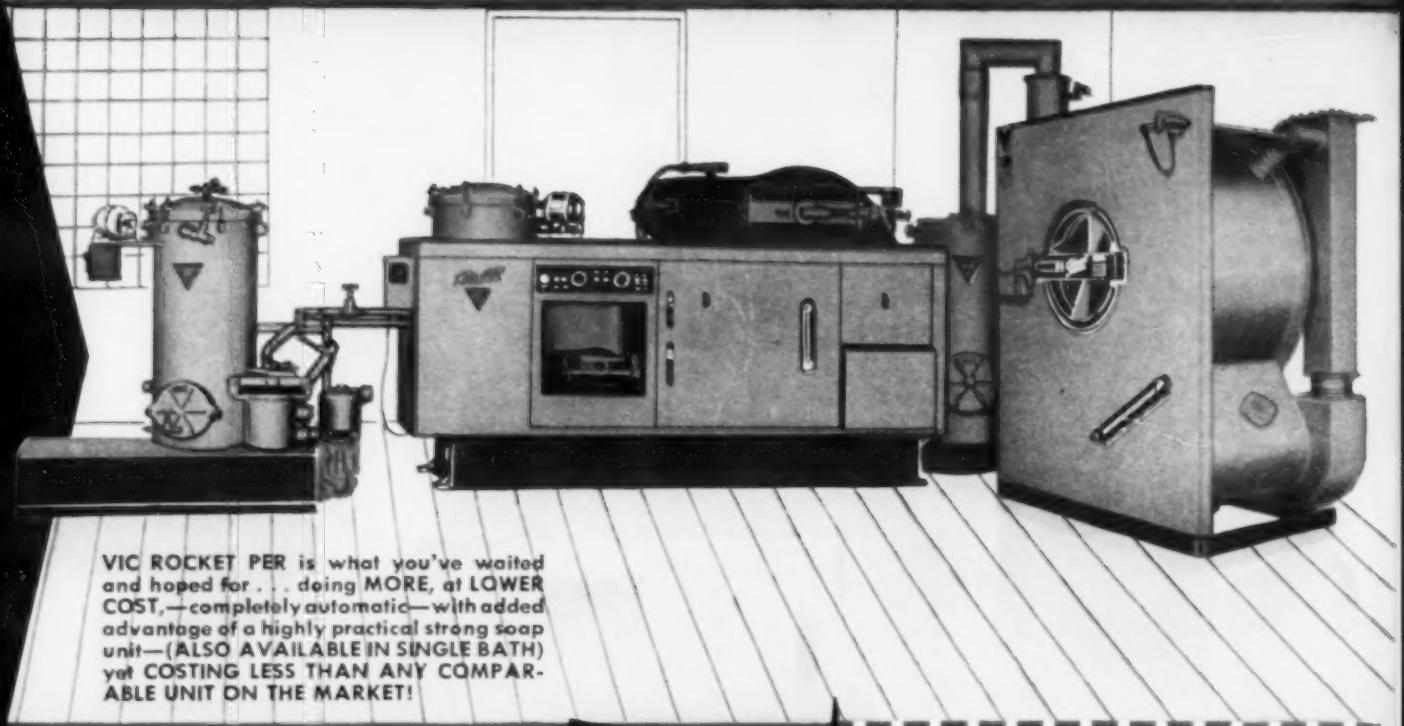
with **TWO GREAT NEW DEVELOPMENTS!**

NEW VIC STRONG SOAP-RINSE UNIT

Perfectly engineered for easy, trouble-free operation, long life, and lasting service. Cuts wet cleaning and spotting time in half . . . does *better* cleaning, with easy maintenance, and *low* operating cost.

NEW MODEL 64 SOLVENT RECOVERY UNIT

The last word . . . pre-tested under toughest conditions, massively-built, . . . a proved money-saver when it comes to time, labor, upkeep cost. Handles loads of 50 to 60 lbs. Takes no more floor space than units of half this capacity. Has patented "NOLINT" coil, which retards lint accumulation. Newly-engineered coil system increases speed and efficiency. The even distribution of air, (another Vic "first") assures extraction of MORE SOLVENT, in LESS time, with LESS steam and water cost.



VIC ROCKET PER is what you've waited and hoped for . . . doing MORE, at LOWER COST,—completely automatic—with added advantage of a highly practical strong soap unit—(ALSO AVAILABLE IN SINGLE BATH) yet COSTING LESS THAN ANY COMPARABLE UNIT ON THE MARKET!

INVESTIGATE! PLAY FAIR TO YOURSELF! COMPARE—AND YOU'LL PREFER VIC ROCKET PER, THE FULLY AUTOMATIC DRY CLEANING MACHINE.

VIC

Sales and Service in all Principal Cities

CLEANING MACHINE COMPANY

EXPERIENCED SINCE 1912 • MINNEAPOLIS 3, MINN.

WRITE FOR 45 BOOKLET IT'S FREE

VIC CLEANING MACHINE CO.
MINNEAPOLIS, MINN., Dept. NA 122

Please send me your Free Booklet on 45 Rocket Per Series.

Name _____

Address _____

City _____ State _____

Longer body life

One of 9 reasons why dry cleaners find International Trucks with Metro® Bodies cost least to own!

There are no short-cuts in Metro body construction.

Because of this, INTERNATIONAL Trucks with Metro bodies remain in profitable service longer than ordinary multi-stop trucks.

INTERNATIONAL spends more to *build* a truck so that it will cost you *least* to operate. Fleet operators' records prove* this. Their figures show that over the years, INTERNATIONALS cost *least* to own!

Sales records tell a significant story, too: *Every single year since 1938, more* INTERNATIONAL-Metros *have been sold than any other make of multi-stop delivery truck.*

Why wait longer to reduce your delivery costs? Check your INTERNATIONAL Dealer now and find out just how much you can save by switching to INTERNATIONAL-Metro multi-stop trucks.

**Signed statements in our files, from fleet operators throughout the U. S., back up this statement.*

INTERNATIONAL HARVESTER COMPANY, CHICAGO

Motor Trucks • Crawler Tractors
Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors

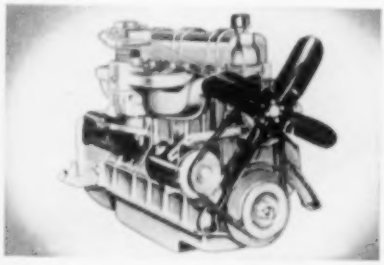
1 Longer body life, less weight result from using corrosive resistant high tensile steel. All metal parts are painted *before* assembly. Joints are securely sealed. This special protection against rust, dust and corrosion cuts maintenance costs.

2 Improved steering wheel position, seat location and angled toe boards provide superior ease of entry and exit. Makes driving easier and safer. Exclusive foam rubber cushioned seat swings forward and folds easily out of the way.

3 High, wide and handsome Metro bodies. Full 6-foot headroom for no-stoop load working. Payload width 70 inches. Body capacities range from 243 to 417 cu. ft. Short wheel-base with streamlined appearance attracts favorable attention.

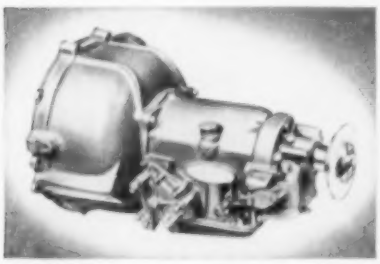
4 Forward position of driver in roomy compartment assures excellent vision through the big windshield and side windows. Controls are conveniently located. Hinged engine cover provides easy access to engine, serves as handy package shelf.

5 Side and rear doors for every need. Easy-operating sliding side doors standard, folding type optional. Standard double rear doors are 38 inches wide, 67-inch width optional. Full partition with sliding door behind driver available.



6 Low cost, dependable power with two short-stroke, 6-cylinder engines. 108 hp. standard and 131 hp. optional. Both are all-truck built to give top economy for idling and full-power operations . . . top durability for long-lasting service.

INTERNATIONAL chassis with standard and flat-back Metro bodies have GVW ratings from 5,400 to 11,000 lbs. There are 22 models in body sizes from 7 ft. 9 in. to 12 ft. 7 in. Lightweight, big load capacity Metro-Lite models, too. Body and chassis are matched, completely factory-built in one plant by INTERNATIONAL to stay on the job longer at *least* cost. Other INTERNATIONAL multi-stop models, trucks and truck-tractors available for every need.



7 METRO-Matic transmission is available for easier and safer driving. Saves delivery time and lowers operating costs. Exclusive vacuum modulator eliminates mechanical linkage adjustment. Other transmissions – 3-speed and 4-speed.

8 Metro-Lite bodies haul bigger loads, both weight and volume, with aluminum, magnesium and fiberglass-plastic construction and spacious interiors. 14 models, 3 body sizes, up to 446 cu. ft. All-steel Metro-Vans, Walk In cabs also available.

9 World's most complete line. There is an INTERNATIONAL "tailor-made" for *every* truck job. ½ tonners to 90,000 pounders. Choice of 4-wheel, 6-wheel and all-wheel-drive models, conventional and COE design. Every one built to cost *least* to own.

And you'll get better results, too, with this new, improved DIAMOND solvent. After tests in plants using every type of cleaning system, reports show that DIAMOND PERCHLORETHYLENE is superior to all comparable products. For greater cleaning efficiency and the lowest possible cleaning cost, specify DIAMOND on your next perchlorethylene order.

For the name of your nearest DIAMOND Distributor, call your local DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.

DIAMOND ALKALI CHEMICALS

Diamond Perchlorethylene

Truly Rated 50 lb. Western Eagle Package Washer-Extractor for Quality Petroleum Dry Cleaning . . .

Ideal Where Floor-Space Is At A Premium!

Petroleum Cleaning is the Finest Quality Cleaning — Yet Costs Less Per Pound to Produce.

First because it lasts . . .

FIRST in engineering & design, with . . .

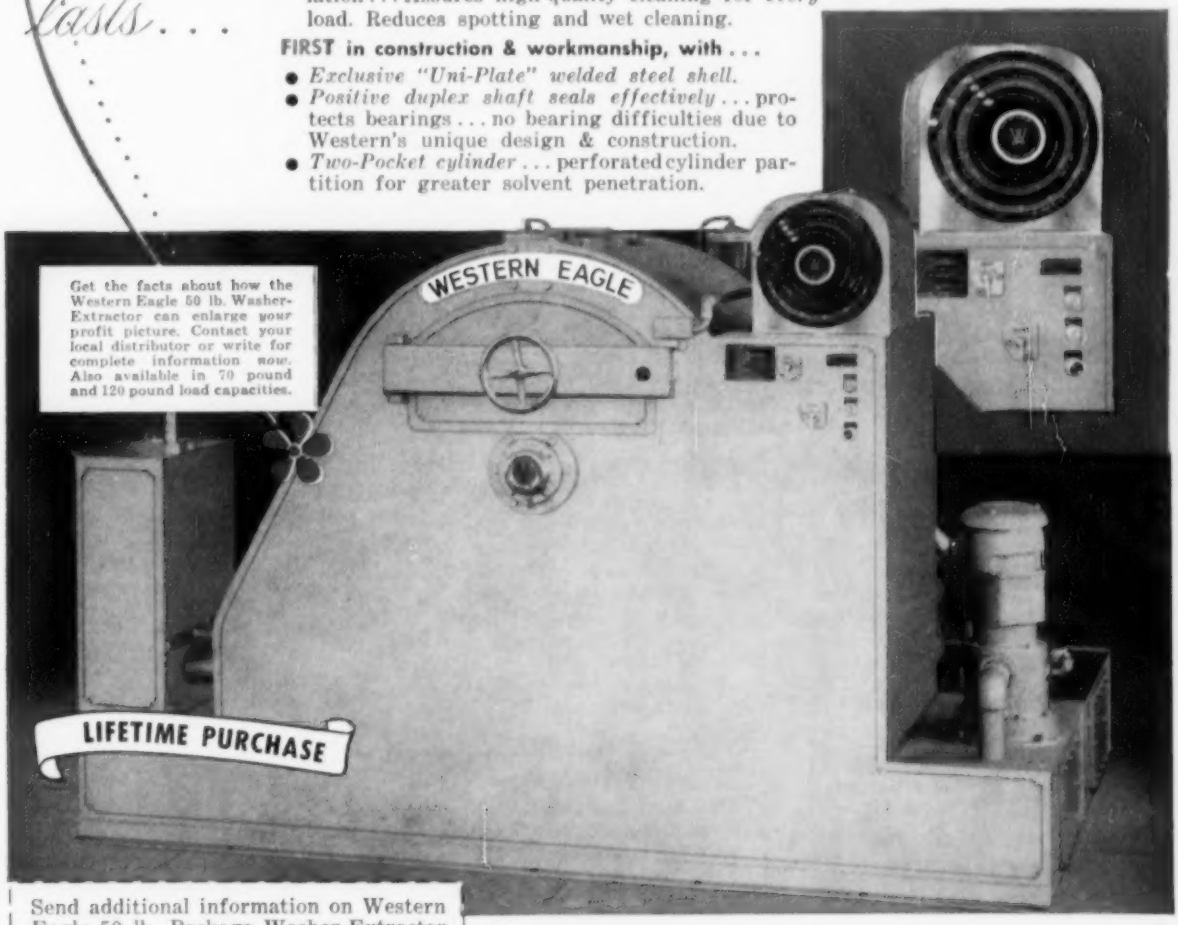
- *Integral solvent system* . . . completely self-contained; minimum piping needed; saves floor space; easy quick installation.
- *Positive solvent interlock* . . . no intermixing possible.
- *Exclusive Vari-Matic cycle control* . . . not a fixed formula. All cycles are independently *variable* to suit your requirements. Truly automatic.
- *Completely Pneumatic operation* . . . no complicated electrical controls; fewer moving parts; automatic control and manual control completely divorced . . . never a shutdown.

FIRST in preference of plant operators, with . . .

- *Simplified drive* . . . easily adjustable V-belts instead of multiple chains and gear reduction . . . so much quieter, less vibration, faster.
- *Large door opening* . . . loads and unloads faster.
- *Advanced design two-pocket cylinder* gives positive washing, agitation, circulation . . . Assures high-quality cleaning for *every* load. Reduces spotting and wet cleaning.

FIRST in construction & workmanship, with . . .

- *Exclusive "Uni-Plate" welded steel shell.*
- *Positive duplex shaft seals effectively* . . . protects bearings . . . no bearing difficulties due to Western's unique design & construction.
- *Two-Pocket cylinder* . . . perforated cylinder partition for greater solvent penetration.



Get the facts about how the Western Eagle 50 lb. Washer-Extractor can enlarge your profit picture. Contact your local distributor or write for complete information now. Also available in 70 pound and 120 pound load capacities.

Send additional information on Western Eagle 50 lb. Package Washer-Extractor

70 lb._____ 120 lb._____

Name_____

Address_____

City_____ State_____

Western *Laundry Machinery Company*

Department NC-1
420 East 10th Street
North Kansas City, Mo.

SIGNS of the TIMES

Synthetic Fabric Looks Like Sealskin: "Andante," a new knit-back pile coating fabric of 100 percent Dynel, which is made to simulate natural sealskin fur, has been introduced by Princeton Knitting Mills, Inc. Garments of this fabric may be furrier-cleaned or drycleaned with any of the pile cleaning methods recently developed. Especially recommended are the new fur polishing treatments now being offered by several hundred drycleaners throughout the country.

# #

Consumer Information: "Drycleaning and Laundering Dollar Savers" is a new illustrated booklet written for the customers of drycleaners, launderers and dyers by David R. Buschman, Cleveland public relations counselor.

This booklet is the fourteenth in a series of helpful aids for the general public, compiled from case histories by The Cleveland Better Business Bureau. The booklet gives 12 simple rules for the customer to follow to get the most return from the dollars he spends on clothing and other fabrics, and assures him that these materials will remain serviceable for a long time through the help of the drycleaner and launderer.

Mr. Buschman also points out that the customer has a responsibility to the cleaner—first, to buy the right kind of material, and second, to provide adequate information about spots or other unusual problems.

Sample copies and prices of "Drycleaning and Laundering Dollar Savers" can be obtained from the Bureau of National Affairs, Inc., 1231 24th St., N. W., Washington 7, D. C.

# #

1957 Special Days Booklet: "Special Days, Weeks and Months in 1957," an annual listing of more than 300 business promotion events, legal holidays and religious observances, has been released by the United States Chamber of Commerce. Prepared especially for businessmen, the 48-page booklet enables advertisers to tie in their promotion plans with national celebrations.

As a companion piece, the Chamber also has published the "Trade Promotion Planning Calendar." This is a 26-page, spiral-bound book of large block calendars that includes a chronological listing of special days and weeks in each month.

These two booklets may be obtained for 50 cents each from the United States Chamber of Commerce, Domestic Distribution Department, 1615 H Street N. W., Washington 6, D. C.

# #

Canadian Fabrics Committee: A fabrics examination committee has been organized by the Drycleaners Institute (Ontario) Limited to review the serviceability of textiles for their secondary use, and the serviceability of trimmings, belts, buckles, etc., used in the manufacture of garments from textiles. The committee will also be concerned with new textiles, dyeing, finishing and sizing methods, the uses of simulated leathers, special treatments of leathers and fabrics, belts and buckles to be used for serviceability and such other items as may enter into or become part of garments made of textiles.

The committee will consist of representatives of the Primary Textiles Institute, the Dress Manufacturers Guild of Toronto, Inc., the Canadian Association of Consumers, the Toronto Better Business Bureau Inc. and the Institute.

# #

Management Incentives in Small Business: Survival and growth in small businesses depend on the quality of the management team. So states Wyman P. Fiske, author of "Executive Incentives in Small Business," No. 77 in the series of Management Aids for Small Manufacturers. Mr. Fiske advises that it is not enough to obtain and hold competent managerial personnel; it is also necessary to encourage a high level of performance. Thus the basic needs of the executive should be considered—those of job satisfaction, current compensation and estate building. Mr. Fiske explores the tools necessary to accomplish these ends. Areas like insurance, pension, profit sharing, salary, supplementary compensation, deferred compensation, and fringe benefits are discussed.

For a free copy of the booklet write to The Small Business Administration, Washington 25, D. C., or to any of the Administration's field offices.

How It Really Began

An authoritative factual history of the drycleaning industry will be presented in next month's issue of NATIONAL CLEANER & DYER. It belies the old legend of Frenchman Jolly Belin and the overturned kerosene lamp.

Written by a noted historian, the article traces the beginnings of cleaning and spotting back to the sixteenth century. This outstanding contribution to the industry tells the whole story for the first time.

# #

Toronto Law Bars Laundry Sideline: A Canadian drycleaner was summoned to court recently for operating a "laundry agency" within his licensed drycleaning branches in the city of Toronto. Defense was entered based on the new Toronto drycleaning bylaw definitions of "branches," "goods," "drycleaning plant" and "wetcleaning," which provide that a "drycleaning plant" may clean "articles of clothing" by "drycleaning" or "wetcleaning," and "wetcleaning" is defined as a process of cleaning goods in water or any detergent and water, either manually or by any mechanical device.

The presiding magistrate ruled that the drycleaner was guilty and fined the firm accordingly. The case will be appealed to a higher court.

# #

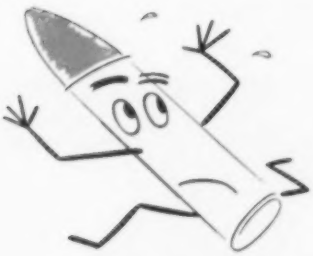
NID Reports Heavy Convention Booking: Advance registrations from 175 firms for exhibit space at the forty-eighth annual NID convention in Atlantic City, N. J., March 7-10, 1957, have been received at NID headquarters. According to George P. Fulton, the Institute's assistant general manager, this is the largest advance booking in NID history.

To celebrate its 50 years of service to the industry, the NID has planned the entire convention around an observance of its golden anniversary. The center booth in the huge Convention Hall will be occupied by an exhibit displaying the varied ways the Institute serves its 8,500 members.

* *For lipstick stains there's nothing like* **TarGo**®

On the board or in the washer... you can take out lipstick faster, easier, more thoroughly with action-loaded *TarGo*. Even the tough *permanent* types disappear quickly when *Targo* goes to work. And *TarGo* is economical—on "lipstick loads" a *quart* of *TarGo* does a better job than a *gallon* of other removers... in only 15 minutes too! Use *TarGo* in either charged or conventional systems—it doesn't build up pressure, does flush freely from both synthetic and petroleum solvents.

Order *TarGo* from your jobber... get handy Spotting Bottles *free*



P.S. *TarGo* is tops for removing *all* solvent-soluble stains... oxidized oil and grease, paint (including rubber-base), shoe polish, airplane dope, crayon, ball pen ink, tannin, etc. *TarGo* breaks up toughest "hard-set" stains by penetration... requires less working-in and rubbing.

***TarGo* is one of the famous "GO" products of A. L. WILSON CHEMICAL CO., Kearny, N. J.**

Caled OFFERS YOU... 3

3 specialized charge soaps to fill your needs best

PACEMAKER*
MAXIMUM MOISTURE CHARGE SOAP

A real moisture soap. Allows even raw water to go into solution in large quantities. Eliminates moisture problems. Carries more water safely . . . solubilizes water instantly. A 1% to 2% charge outcleans and outperforms 4% moisture charge systems . . . requires no rinse . . . saves solvent . . . minimizes distillation . . . gives no filter pressure.

CAL'S CHARGE®
Moisture when you need it . . . Dry when you want it!

Moisture-control built in. Gives you 2 in 1 results . . . a highly detergent soap that gives you a dry charge for dry loads and moisture action when you want it. 1½% without rinse . . . 4% where separate rinse is available. Gives double soap run when used with recommended wet stock.

Super C®
THE TRULY DRY CHARGE SOAP

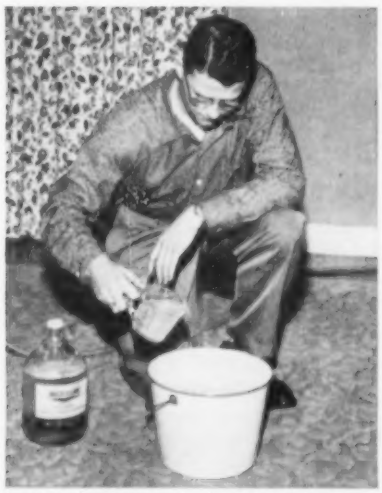
You need no moisture . . . You use no moisture! A 2% charge gives you big advantages in every department . . . no classification . . . wrinkle-free extraction . . . fast spotting—easy finishing—no linting or static build-up. You get fast pressing because Super-C doesn't leave moisture wrinkles or disturbed sizings.

TAKE YOUR CHOICE, then ORDER FROM YOUR JOBBER!

*T.M. Reg. App. For

CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

Why You Earn More "On-Location" Profit With Synthe-Clean Rug Shampoo



1 pint of Synthe-Clean to 2 gallons of water will clean the carpet in an average size room. Mixes instantly. Comes in 55, 5 and 1 gal. containers.

Your "on-location" business depends on customer satisfaction . . . and here are some very important reasons why *Synthe-Clean* Rug Shampoo will not merely help you develop customer satisfaction . . . it will build customer *enthusiasm!*

NO SOAKING . . . NO SHRINKAGE— MULTI-CLEAN *Synthe-Clean* Rug Shampoo is specially formulated to *control* the wetting action. *Synthe-Clean* penetrates just far enough to gently lift out dirt and soilage. With no rug soaking, there's no shrinkage.

NO ODOR—Now you can do "on-location" cleaning without "smelling up" the house with offensive shampoo odors. *Synthe-Clean* is completely odorless. No odor while cleaning, no after-odors while rug dries.

NO AFTER-RINSE — Because *Synthe-Clean* leaves absolutely no soap film whatsoever, no after-rinse is necessary. Your customers will be delighted with the fresh, wholesome, *new* appearance of their rugs.

INEXPENSIVE TO USE—You'll make more money when you use *Synthe-Clean* because its top-quality ingredients are compounded in such a thick, concentrated form. A very small amount will clean a relatively large area of rug or carpeting.

GUARANTEE — Only finest quality materials are used and rigid quality standards maintained in manufacturing *Synthe-Clean* Rug Shampoo. Used according to directions, it must give satisfactory results.

For more information on how *Synthe-Clean* helps you get more "on-location" work, mail coupon.

MULTI-CLEAN ®
PRODUCTS, INC

MULTI-CLEAN PRODUCTS, INC., Dept. NC-22-17
2277 Ford Parkway, St. Paul 1, Minnesota

● Gentlemen: I'm interested in more "on-location" cleaning with Synthe-Clean, also:

☐ Upholstery Shampoo; ☐ Scrubbing Machine; ☐ Industrial Vac; ☐ "The Professional" Upholstery Cleaning Machine.

Name _____

Address _____

City _____ Zone _____ State _____

BUSINESS BUILDERS

Sell Through Uncle Sam

Direct mail can be costly, but effective. If you don't believe it, ask Cecil Treadway of Birck-Fellinger, Inc. of Chicago, Illinois. Reproduced above is a recent promotional piece put out by this firm. Perhaps it is the most effective ad produced by them since it points out the "you-benefits."

The copy reads:

Dear Relative — Friend — Neighbor — Lodge Brother — Acquaintance — Creditor:

LOOK—I've been *"FELLINGERIZED"* —so I've *got* to tell everybody!

I never dreamed anyone could get enthused over a "dry-cleaning plant"—until my recent association with BIRCK-FELLINGER, INC. But I did . . . and still am. I'd like you to see it too, so why don't you stop in, next time you're in the neighborhood? I'd like to show you a dry-cleaning plant as modern and up-to-date as . . . as *TOMORROW!*

After you see how our customers can actually drive *right into* the plant building to pick-up and drop off their cleaning; after you observe the finesse with which the garments are given the "deluxe treatment"; after you see the huge cold-storage vaults where stored clothing is protected by filtered refrigeration — then you'll understand how I became enthused, and why we call it—

"FELLINGERIZING—the *PLUS* in cleaning"!

Sincerely,

Frank Heil

General Sales Manager

P.S. Incidentally . . . our route men cover the entire Chicago area, and then some, so they're sure to be in your neighborhood often!

It is written in terms of "you," *the customer*. In a few brief paragraphs the word "you" is mentioned at least nine times. In addition to the direct-mail message, a free gift was included for each customer. A luminescent key chain rewarded the reader for taking the time to open and read the message contained in the envelope.

The same techniques that paid off for this nationally known rug cleaner are making him an outstanding dry-cleaner in his market. How much an ad *costs* is not as important as how much it *pays*. An advertisement such as this really pays off, according to Mr. Treadway.

Truck Wheels Steer Business

Eye-catching ads on the front wheels of route trucks promote business for Weitzel's Drycleaning Company at Wooster, Ohio. The circular signs are affixed to the shaft of the wheels, remain stationary even when the vehicle is in motion. The above advertisement promotes sideline shirt business.

The message is changed periodically to promote other services offered by the plant. The wooden disc is painted a bright yellow for quick attention, greater visibility. Trucks are used to convey another distinctive identification of the plant.

Note "Groomer Boy," the figure attached to the roof of the cab. His uniform is identical to those worn by the Weitzel route salesmen.

Self-Kidding Signs Liked

In every newspaper ad, on the radio, the yellow pages of the phone book, on all trucks and store signs, two little guys named Wally and Johnnie are doing a superb selling job for Wally Doe and John Hovland, owners of Rainbow Cleaners, Billings, Montana.

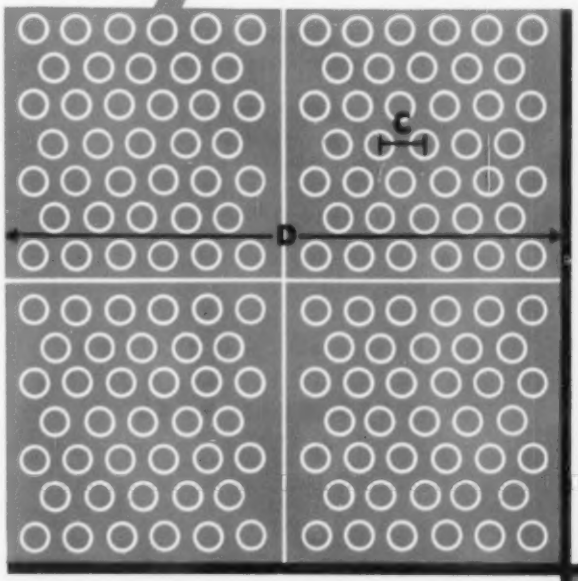
Even newspaper script and radio commercials have the two characters talking about Rainbow Cleaners' better service.

All store and call-office signs have both characters, one on each side of the sign. Each little guy carries a garment bag, which is left plain except at times when notices of specials and new services are painted on.

"This creates a lot of interest," Wally Doe says. "Customers who have been looking at the sign regularly and then happen to notice the change always mention it. They tell their neighbors and friends. The same thing happens when we change the bags in the newspaper illustration or on the trucks.

"The fact that we gave our two characters our own first names was a wise move. We have found that the more we kid ourselves in our ad copy (newspaper, radio and even signs) the more response we get. The use of these two characters and giving them our names have doubled the interest we create through our advertising."

Performance-



where performance counts most!

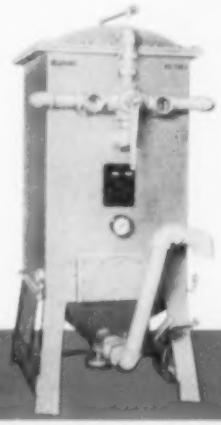
What you pay for in <u>any</u> filter is:

1. *Filtering surface.*
2. *Operating efficiency!*

Dimensions "D" same in both cases—"C" likewise.

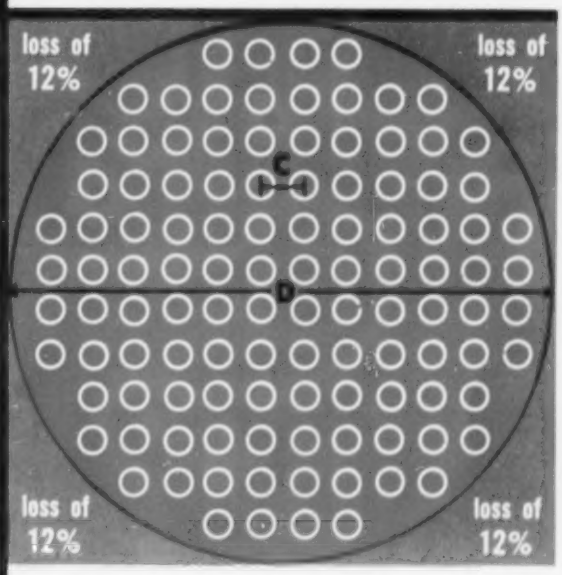
Comparing a square WASHEX filter with a round one, you can see that the WASHEX Tube Filter accommodates *more* tubes . . . *12% more . . . than a round filter.* And *more tubes mean more effective filtering area* to trap soil. Result, you get longer operating periods between backwashing.

The open type mesh of the WASHEX filter tubes is virtually non-clogging! No need to *boil* the tubes in caustic or to blow with steam. The filter cake is readily removed by backflushing. De-mucking is simplified and sludge shovelling eliminated by an *automatic* sludge actuator.



Rating for rating, between 2,000 to 15,000 GPH capacities, WASHEX Tube Filters *pack more performance* in as much as 40% *less floor space* than round filters.

6-305



WASHEX MACHINERY CORPORATION
192 Banker Street, Brooklyn 22, N. Y.

Please send me further information on the WASHEX Tube Filter.
I'm interested in _____ GPH capacity.

Name _____

Firm _____

Address _____

City _____ Zone ____ State _____

WASHEX MACHINERY CORPORATION
192 Banker Street, Brooklyn 22, N. Y.

KEEP YOUR EYE ON THE WOMEN!

According to surveys, women spend 90% of the cleaning dollar. In young wives and mothers, career women, and students, you'll find a vast market of fashion-minded customers who put emphasis on clothes and their care.

Nu-Pro is selling these women direct . . . in magazines that not only reach them, but educate them . . . in ads that stimulate their interest.

50,000,000 WOMEN WILL READ ABOUT THE NU-PRO PROCESS THIS YEAR

These 50 million women will be looking for the NU-PRO Process with CHARGIT. A good share of these are in your city, your neighborhood. They control a wealth of volume that can be yours . . . IF you are a licensed NU-PRO plant that uses Chargit. Today, profitable business goes with the women, and the women go for NU-PRO.

LOOK FOR NU-PRO ADS IN THESE NATIONAL MAGAZINES

NEW CLEANING ECONOMY WITH GREATER EFFICIENCY

The odorless NU-PRO Chargit is a fast acting system that affords high soil removal with a simplicity of operation. It adds life and luster to garments by putting back essential oils that are often lost in ordinary cleaning methods. Try NU-PRO in your charge system for trouble-free results.

CHARGIT

POWERFUL DETERGENT . . .

COMMENDED BY THE PARENTS' MAGAZINE

NU-PRO PROCESS

For information or demonstration, contact your NU-PRO jobber or write direct.

NU-PRO Mfg. Co. 2918 Washington Ave. St. Louis 1, Mo.

QUESTIONS and ANSWERS

Damaged Trousers

We believe there is a chemical damage on these trousers. Can you help us?—*R. H., Puerto Rico*

There is no evidence of any chemical damage. Microscopic examination shows that the damage has been due to scorching of the fabric which in turn has fused it. The fact that on one side the damage follows a definite line also indicates that the fabric has been scorched in some manner.

Although we were unable to detect an iron mark, the use of a hot iron is usually responsible for such damage. The garment could accidentally have contacted something hot that might have produced the straight-line pattern.

This could not have occurred by steam finishing on a press, and we believe it has either been caused by home ironing or by accidental contact with a hot object.

Holes in Trousers

We discovered holes in these trousers after the cleaning process had been completed. Can you explain what caused them? —*Q. D. C., Georgia*

A strong mineral acid has caused the holes in these trousers. Although we cannot determine the exact source of this damage, we believe it was probably brought about by sulfuric, nitric, hydrochloric acid or the like. The most common source of damage is sulfuric acid which is found in storage batteries of automobiles and therefore easily contacted.

The damage appears pretty much along a straight line fairly low on the leg. This indicates that the customer may have leaned against a table, bench or similar object containing the acid.

Since strong mineral acids are never used in the drycleaning process, we believe the cleaner is in no way responsible.

Hat Discoloration

We cleaned this hat with regular solvent with the resulting discoloration. What caused this condition?—*T. L. C., North Dakota*

The dark mottled condition of the hat as well as the stiffness has been caused by severe redeposition of soil. This redeposition may have been caused by a failure in filtration, which perhaps allowed some activated carbon and soil to come back in the washer or the hat may have been run at a time when there was a great amount of soil in the solvent of the washer.

The only hope of restoring the color would be to soak the hat in a bath of solvent containing a good concentration of detergent; the old type of paste soap in solvent works even better. Keep the hat submerged and allow it to soak for several hours. Then rinse it in the washer for a few minutes.

If the hat is not completely cleared it will then be necessary to soak it in a bath of water, adding a wetting agent and some ammonia. Allow the hat to soak for about an hour; then place on a hat block of the proper size and brush it with the same solution in a counter-clockwise direction. Rinse the hat and extract lightly. Then place it on the hat block and allow it to dry.

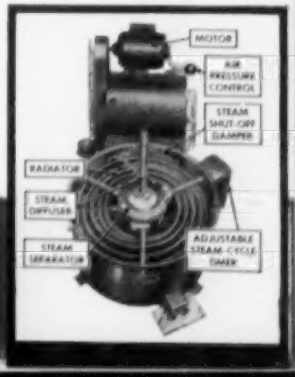
Controlled Air Pressure for Finishing ALL MATERIALS SAFELY!

Greater air pressure with adjustable air control gives the Glover Air Form a versatility *not available in other finishers*. Air flow can be cut down for working stretchy, delicate garments, or it can be opened up for perfect shaping of heavy, hard-to-work materials. Extra length and fullness of bag also gives unit added flexibility in handling complete range of garment sizes and weights.

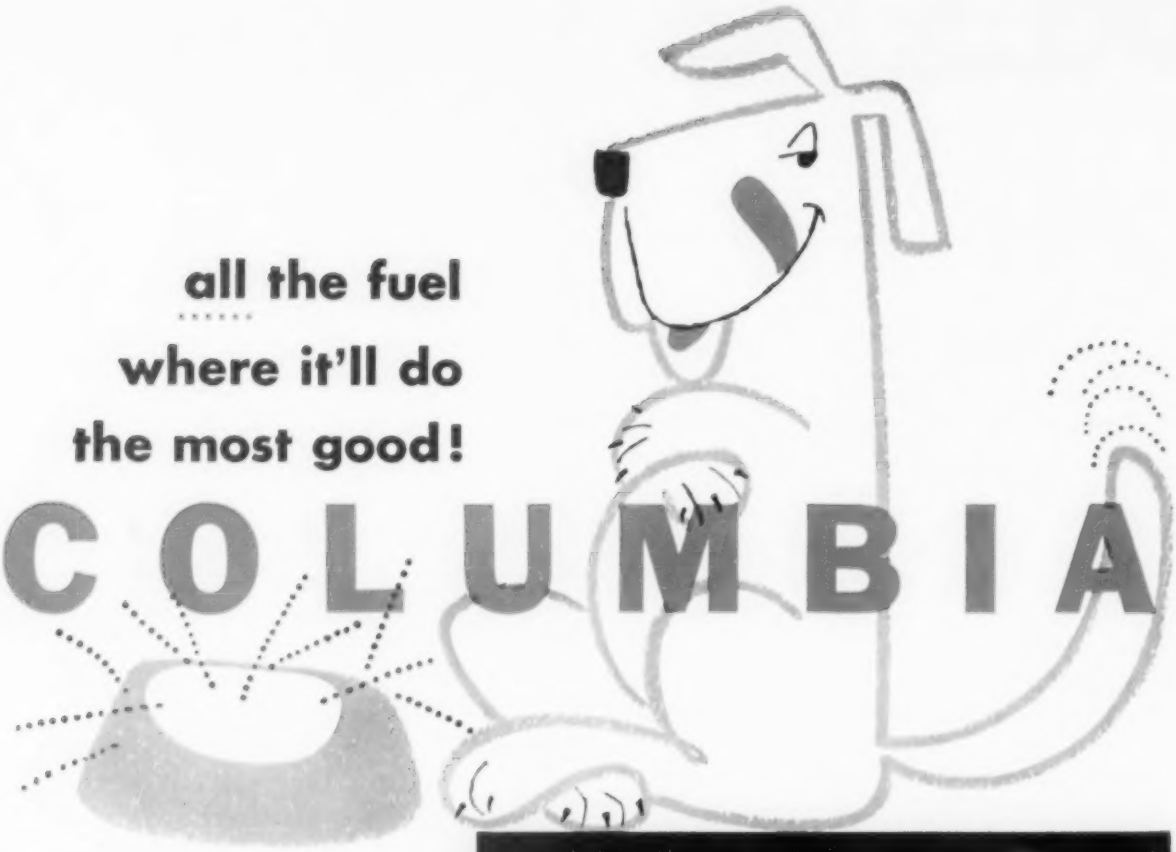
The fully automatic steam-air control frees operator for other work, too. Single pedal starts automatic cycle. NO HAND SWITCHES TO BOTHER ABOUT—OPERATOR IS COMPLETELY FREE TO DRESS MACHINE!

Because the Glover Air Form has a larger heating area (see illus. below), air is more quickly heated for faster, more efficient drying of the processed garment! *Result*: More work can be turned out in less time. Constant gravity flow of heated air into the form even when machine is idle keeps all metal parts warm thereby eliminating condensation and the need for a warm-up period.

It will pay you two ways — in profits and in higher quality work —to equip your finishing department with the Glover Air Form. For the eye-opening facts on this superior finisher, see your jobber or write Bill Glover, Inc.



Bill Glover, Inc.
5204 Truman Road
Kansas City 27, Mo.



all the fuel

where it'll do

the most good!

COLUMBIA

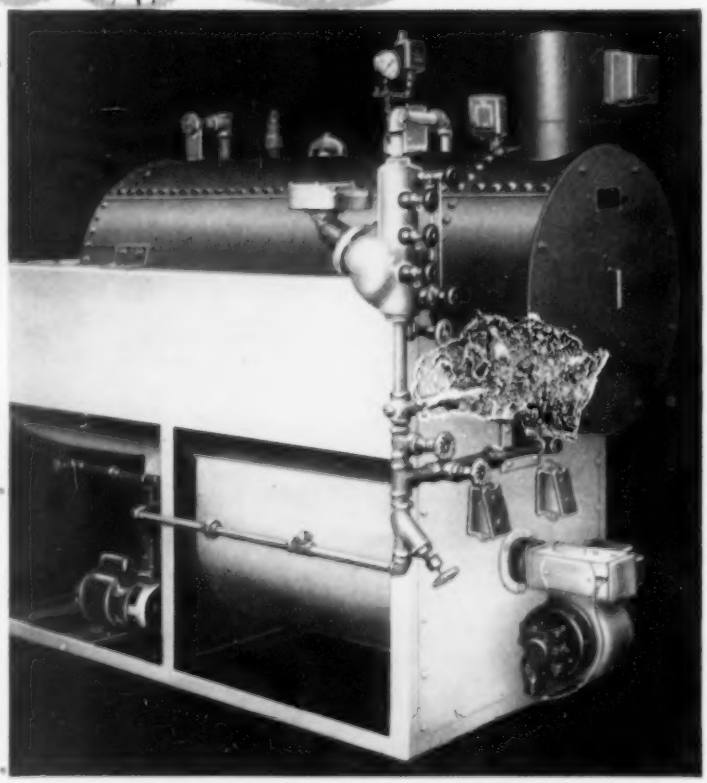
h.r.t. oil or gas fired boiler*

The Columbia, too, is engineered to make 100% use of the stuff that makes it perk. The special refractory brick in Columbia's factory installed combustion chamber heats up quickly to incandescent intensity—completing the combustion of unignited fuel particles. This *complete* combustion not only saves you fuel—it minimizes soot accumulation—reduces to a bare minimum the need for cleaning. It's an advantage that's not possible with boilers designed for internal firing into chambers of cold water backed steel surfaces.

It's one of ten reasons why, with a Columbia, you get more steam per dollar invested, more steam per dollar spent for fuel.

The coupon will bring you the fuel money-saving story.

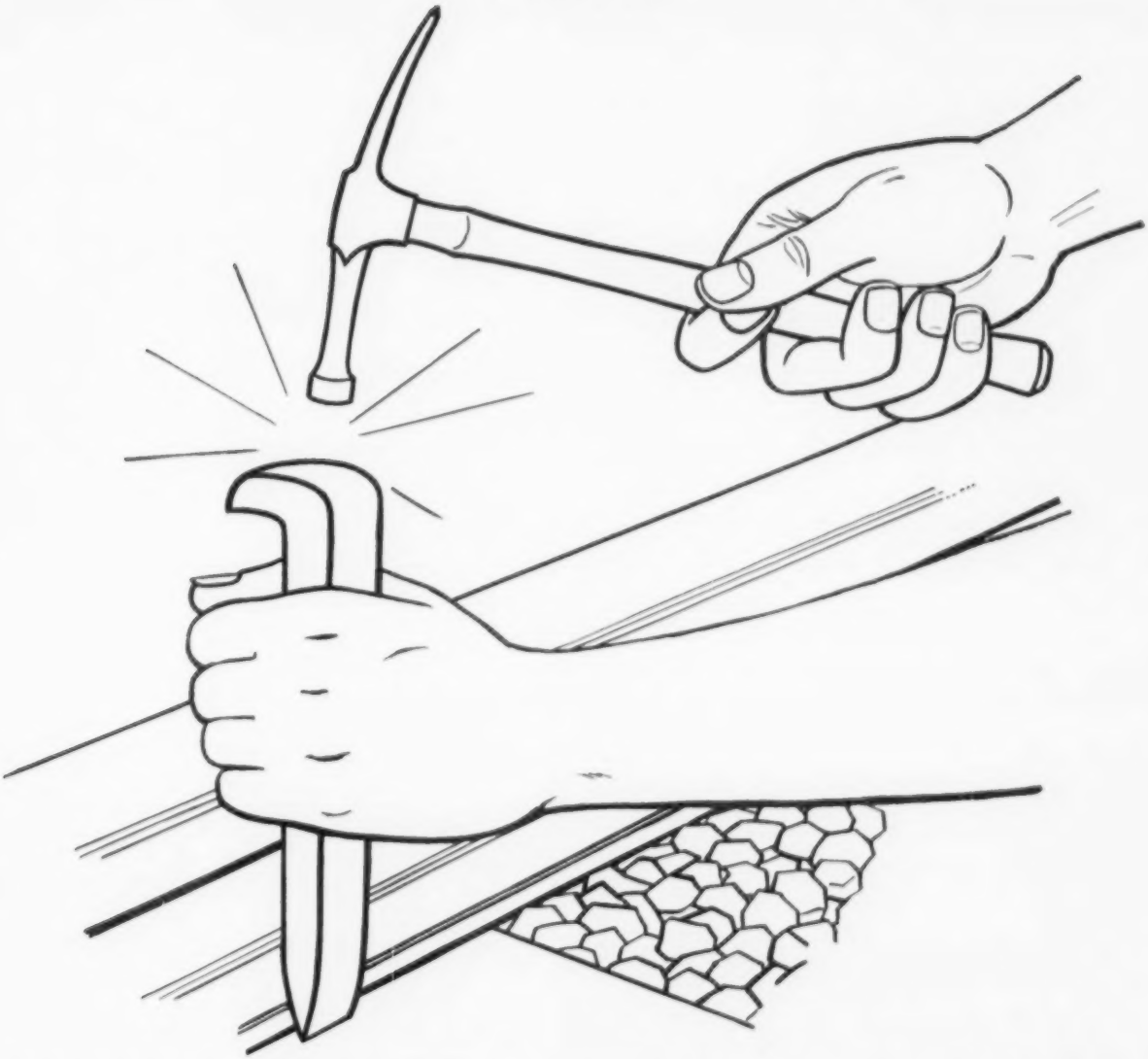
COLUMBIA BOILER CO. OF POTTSTOWN,
DEPT. NC-17 **POTTSTOWN, PA.**
Gentlemen:
Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.
Firm Name_____
Address_____
My name is_____
Position_____



*Horizontal Return Tubular Type, units suitable for firing by gas, light or heavy oils, for interchangeable firing by gas or oil. Available in sizes 2 to 60 hp.

COLUMBIA BOILER CO. of POTTSTOWN
FACTORY & OFFICES: POTTSTOWN, PENNSYLVANIA

Advertisement



YOU WOULDN'T DRIVE A SPIKE WITH A TACK HAMMER!

Of course you wouldn't. You'd use a sledge hammer and do the job right.

Cleaners and Launderers may make a similar mistake by trying to make one product do all their bleaching. Such a policy always results in wasted supplies and many bleaching failures.

Recognizing the full scope of bleaching, The Eaton Chemical and Dyestuff Company has developed a complete line of bleaches. To help you use these bleaches correctly, Eaton's Technical Consultant has written "The Bleaching Story," which explains the proper use and procedures of bleaching. By the use of a "Bleaching Chart," he has classified Eaton's Bleaches by type and properties for quick and easy reference.

Write for your copy of "The Bleaching Story," Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. *Canadian Plants: Toronto and Windsor.*

Advertisement

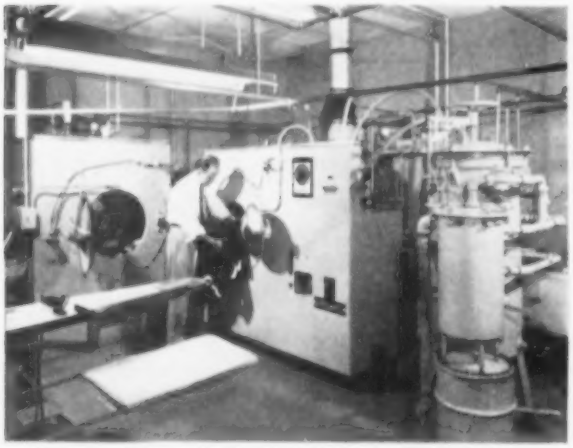
New AceCo-equipped quick-service plant

Canary Cleaners' call-office on Summit Street in Toledo, O., is gone. In its place is a busy, new "activated" plant, offering quick service and fine quality cleaning to a host of new customers. In a little over six months this switch to modern merchandising *increased Canary Cleaners' volume 61% from the same area.*

Because of the successful experience with AceCo-pioneered two-bath cleaning in his main plant, Mr. Ralph Jennings, owner of Canary Cleaners, chose the new Model 30 Truclor Two-Bath Perchlorethylene Unit for his activated plant. Completely AceCo-equipped, this attractive, efficient plant also includes three AceCo Air-Driven Presses, conveyors and all accessories. AceCo representatives designed the plant layout, worked closely with Mr. Jennings during the various stages of planning and supervised installation of all equipment.

As a result of the profitable switch to this new type of operation, Mr. Jennings intends to convert two other call-offices to fully equipped quick-service plants.

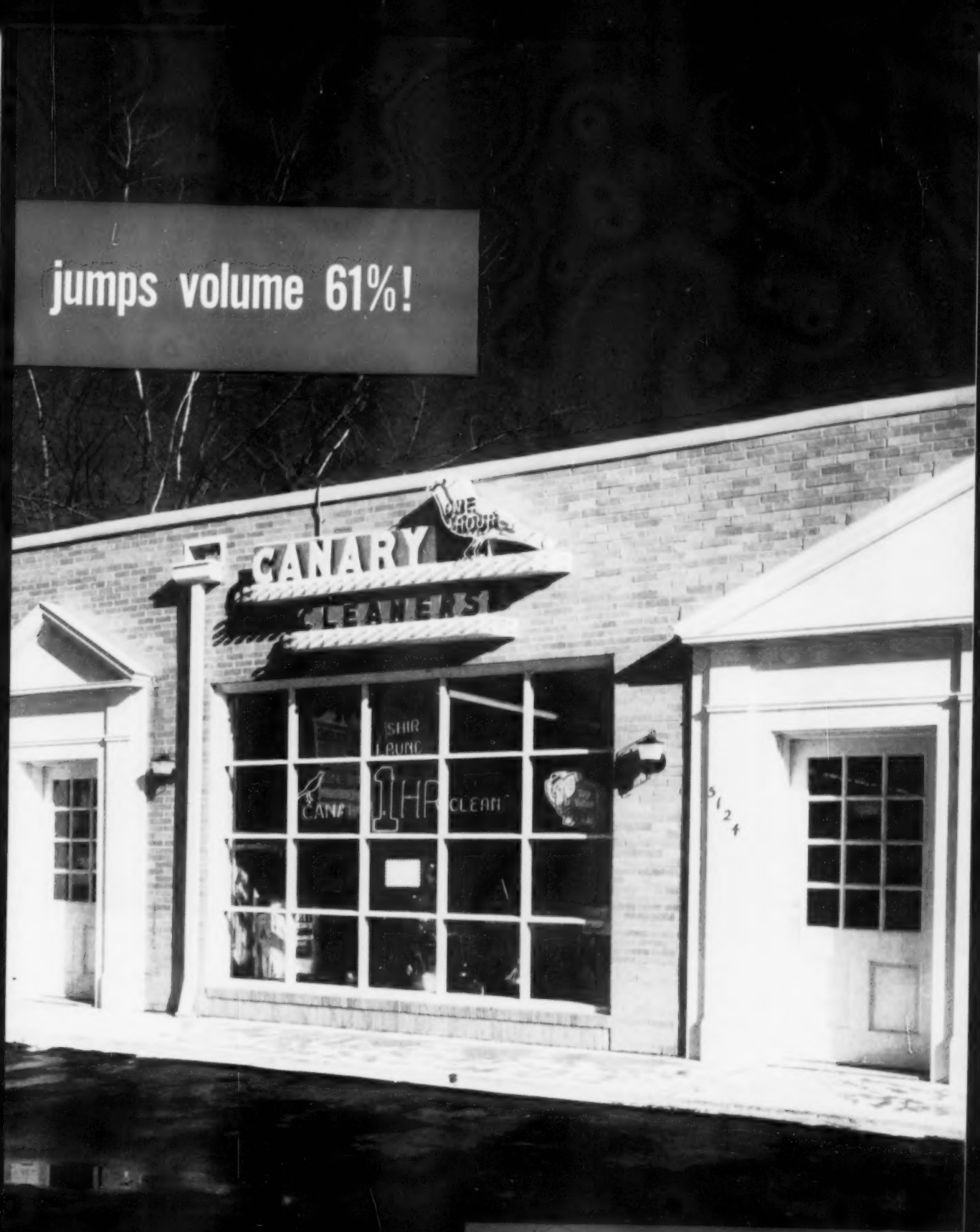
Find out how an AceCo-equipped activated plant will increase *your* business. Contact your nearby AceCo representative, or write for full information.



Heart of operation at Canary One-Hour Cleaners' modern quick-service plant is the new Model 30 Truclor Unit with patented two-bath, two-filter system and capacity of 60 lbs. of finest quality cleaning per hour. Uses super-strong soap solution with maximum savings in supplies and labor. Separate tubular filters for wash and rinse baths and continuous distillation of rinse bath keeps solvent clear and pure for fast, thorough soil removal. Exclusive Iso-Vibe mounting and built-in solvent tanks make installation easy. No bolting to floor or special foundation is necessary.

AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO

Division of the American Laundry Machinery Company



You can expect more from

American

American Cleaners Equipment Company

GADGETS and GIMMICKS

Endless Chain Saves Countless Steps

Two-level operations can be costly, unless mechanization is used. At Bancroft's Cleansers in Brookline, Massachusetts, the cleaning and spotting departments are located in the basement. A chute gets the work downstairs easily enough, and the conveyor shown above transports the work to the main floor for finishing.

Horizontal rods have been welded to the chain, and are spaced about 6 feet apart. Each rod holds at least a half-dozen hangers. As they pass the high point of the conveyor and begin their descent, the rods meet a slanting slickrail. Gravity takes over and the garment hangers slide onto the rack, emptying the conveyor rod.

An electric bell on each floor signals the other workers to watch for the loads, or to request a load from the basement department. A dumbwaiter elevator is also used in the plant to haul bulk supplies between floors.

"Sky Hooks" for Slickrails

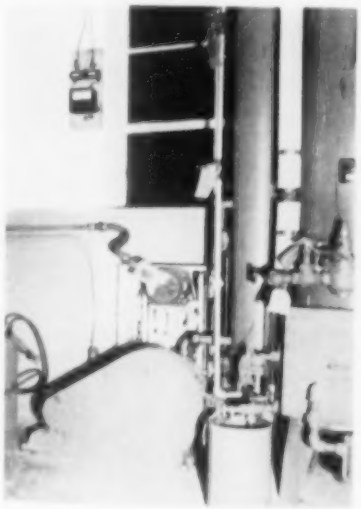
An unusual suspension method reduces the need for a great number of ceiling supports at Comb's Cleaners in Fresno, California. There are a dozen or more garment lines in the shipping room of the plant.

These racks, running crosswise in the room, are supported from two 4-by-4-inch timbers that run the length of the room. Rods, ⅝-inch in diameter, are secured to the timbers and drop directly to the garment lines below.

Near the top of each of these supporting rods are welded two more rods which drop down on either side at about a 45 degree angle. They further support the garment lines.

According to manager John Ruby, this setup eliminated a lot of unnecessary holes in the ceiling. He claims it was easier to install, neater looking, and makes repainting of the walls and ceilings simpler. The sway bracing eliminates side motion of the garment racks, too.

Two Money Savers



A special ventilating fan and an ingenious tank gauge arrangement will soon pay for themselves at Arnos Cleaners in Concord, New Hampshire.

The fan was placed at floor level immediately behind the petroleum still. It serves to cool the spotting department, but more importantly, exhausts any fumes that might originate in the still. (Note the explosion-proof motor and switch). As a result of this arrangement plantowner George Arnos realized a considerable saving in insurance rates.

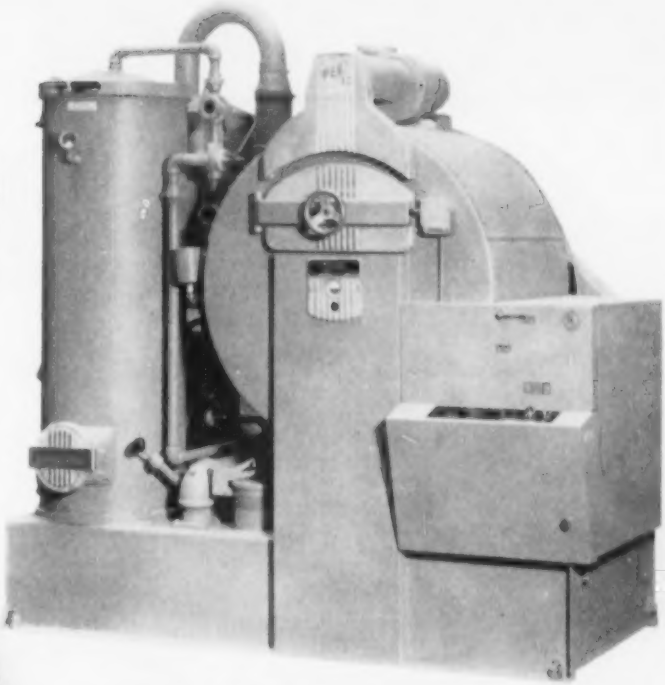
The tank gauge (shown near window) gives readings on two underground tanks. The manifold arrangement and valves above enable the one gauge to serve the clean solvent as well as the charged-solvent tank. The owner saved approximately $25.

Note also the tags placed on the various valves of the still. Since this is a completely new installation, the allied tradesman who installed the equipment affixed the tags to help the operator familiarize himself with the proper procedures in running the unit. Each tag explains the function of the valve and in which sequence it should be used.

Drapery Holder Gives Professional Touch

A drapery holder constructed of pipes and heavy springs produces an authentic decorator's fold on finished drapes at Sanders Cleaners, Indianapolis, Indiana. Foot pressure is applied to the bottom bar connected to a head plate by two heavy springs. Pressure on the bar raises the head of the unit and the operator inserts the top of the drapes in the opening.

The drapes are held securely in place when pressure is released on the foot pedal. This enables the operator to then fold the drapes on the table located next to the unit. He slips a hanger under the drapes and completes the process by binding the drapes together with a paper band similar to a shirt package. The operator releases the head plate, removes the drapes and places them on a rack for delivery.



Single-Bath fully automatic PER-40, Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank.
Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK.

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

30-lb. and 44-lb. units **36-lb. and 48-lb. units**

Based upon allowable depreciation schedules, the cost of fully automatic cleaning in the Mercury Numatic is in the neighborhood of 25¢ to 35¢ per hour (40 hour week) for machinery investment. In most cases the labor saving approximates 40 hours per week, or more, over conventional equipment. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

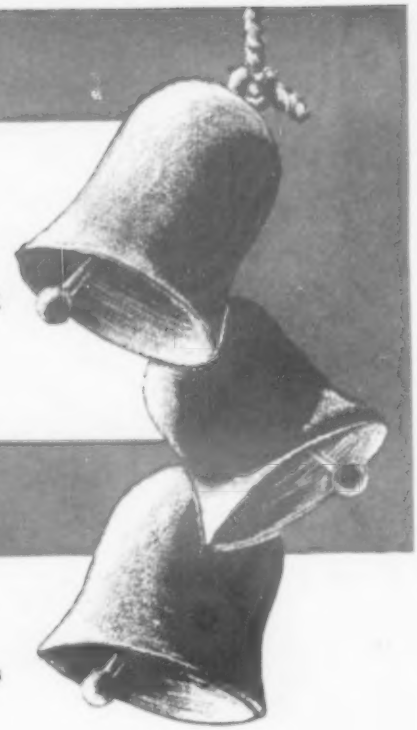
4400 SUCCESSFUL MERCURY OWNERS

Many use two units for $100,000. – $200,000. volume . . . and better load classification

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

A Happy and prosperous New Year To Our Readers



In 1957, business is going to be bigger. Peter B. B. Andrews, this magazine's authoritative forecaster, says so.

However, to get your share of the bigger sales and profits in 1957, it will take more than a rosy outlook. Business won't be "up" unless your effort is "up" too.

So, in wishing you a happy 1957, here's what we'll be doing all through the year to help make it prosperous:

1. We'll be continuing to turn out issue after issue of this magazine with **you** in mind, and **you only.** Every article will serve one or more of your real 1957 business needs.
2. We'll be continuing to turn out a magazine that's **timely**, bringing you "how to" information **before you need it**, helping you plan every phase of your operation well in advance.
3. We'll be continuing to turn out a magazine that's **complete**, covering every step in your operation — from ideas and techniques through promotion, advertising and sales at higher profits.
4. We'll be continuing to turn out a magazine that's **national**, with our editors traveling thousands of miles during the year to bring you the latest and best in success stories, each crammed with money-making ideas you can apply in your own shop.
5. We'll be continuing to turn out a magazine that helps you look to the future; one that — rather than reporting on today's and yesterday's news and developments — **helps you prepare for tomorrow, next month, next year!**

With enough push, 1957 can be the biggest year on record, and we pledge ourselves . . . to do our part . . . in helping you make it so!

THE N.I.D.'S 50TH ANNIVERSARY . . .

gives 1957 an extra-special significance. The Institute's objectives and NATIONAL CLEANER & DYER's are one and the same: the welfare, the improvement, and the constantly growing success of a great industry. We salute the N.I.D. in its 50th year of service.

NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y., ORegon 9-4000

Published by the Business Papers Division of The Reuben H. Donnelley Corporation

YOU'RE SURE TO MAKE MORE MONEY

with this low cost Solvent Cooler on the job

In no time at all, a *low cost* Ross Solvent Cooler will prove to be your most profitable investment. By preventing solvent overheating all year 'round, it quickly pays back its cost many times over in numerous ways:

- Top cleaning quality is assured at all times to give you the real key to *more* business. Present customers not only stay "sold" but also "sell" others for you.
- You won't be plagued with color bleeding, difficult spot removal, shrinkage, relaxation, "felting," stubborn wrinkles, breaks, ruined sizing and dressings.
- Solvent temperatures won't get out of hand to drain off your profits with damaged garments, lost working hours, wasteful evaporation, plugged filters and pressure troubles.
- Your workers will not suffer from sickening fumes . . . and you will have taken a positive step to avoid disastrous fire and explosion.

Rugged, compact and easy-to-hook up, a Ross Solvent Cooler can keep your business "profit-safe." The sooner you install one in your plant, the sooner you'll be money ahead.

Make sure that you get the complete story without delay by mailing the coupon below or calling your equipment distributor.

Ross Heat Exchanger Division of American-Standard, Buffalo 5, N.Y. In Canada: American-Standard Products (Canada) Limited, Toronto 5, Ont.

ROSS HEAT EXCHANGER

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SOLVENT COOLERS

ROSS HEAT EXCHANGER DIVISION • Box 2081, Buffalo 5, N. Y.
Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

LEGAL DECISIONS

By A. L. H. STREET

Effect of Zoning Ordinances

Does a favorable zoning ordinance assure a cleaner's right to operate a plant in a residential district?

A decision rendered by the Michigan Supreme Court shows that even if a zoning ordinance were to permit establishment of a cleaning business in a residential section of a town or city, it would not necessarily prevent nearby property owners from securing a court order to prohibit construction of the establishment at a particular site. The case did not specifically involve a cleaning establishment; however, the decision is no less applicable to such establishments.

The court reasoned that the injunction was proper because the title to the particular site was contingent on a condition that the land be used only for residential purposes. The land was part of a tract that had been subdivided for residential construction, and the condition appeared in all the deeds given to purchasers. So, the zoning ordinance could not permit use of property for a purpose forbidden in the title to the property. (Hisle v. Sambrook, 78 N. W. 2d 649.)

The case affords a valuable tip to the effect that one cannot safely assume that, because the "city fathers" tell him that he can establish a cleaning business on a certain tract, he has a right to do so. In purchasing land, the cleaner should not merely assure himself, through an attorney's examination of the title, that there is no mortgage or lien against the property that he is unwilling to assume. He should also know what, if any, restrictions there are on the use of the property.

Valuation Agreements

To what extent is a customer bound by the conditions printed on his drycleaning receipt?

It is a mistake to assume that if a customer receives a receipt for a garment left for servicing he is necessarily bound by all the conditions that are printed on it. The typographical arrangement of the printed matter—especially when the customer signs an agreement limiting the amount for which the cleaner is to be liable in case of loss or damage—is apt to be considered by a court in deciding whether the conditions are binding.

Cleaners who are about to revise their receipt or contract forms may find helpful suggestions in a decision lately rendered by the Connecticut Superior Court for Fairfield County, in the case of Samelson v. Harper's Furs, 20 Conn. Super. 37, 120 Atl. 2d 429. In that case the defendant, a fur storage concern, was declared to be liable for only $100 for loss of a mink coat worth $2,155.

The defendant was issued a storage receipt on a printed form which was left blank for inserting the date, type of garment and insurance valuation. In this case the valuation was fixed at $100 and the storage charge was $3.

What impressed the court was that there was a printed provision in bold type on the face of the receipt directly above the place for signature, reading: "For any changes in valuation or repairs notification must be received within five days. I acknowledge and accept the charges as above subject to conditions on the reverse side." One condition on the back of the receipt read: "Storage and insurance charges are based upon the valuation herein declared by the depositor and amount recoverable for loss of or damage to the article shall not exceed its actual value or the cost of repair or replacement with material of like kind and quality or the depositor's valuation appearing in this receipt, whichever one of those amounts is least."

It helped the storage company to establish a defense under these provisions of the contract when an official of the company testified that its receiving employees were instructed to have the customer declare the insurance valuation; that the charge involved a charge for service and a charge for insurance; that the storage company was interested in the declared valuation only to the extent that the higher the valuation, the higher would be the charge for insurance, and that usually when the customer carried her own insurance she stated the value at $100 to keep the storage charge down.

In this case, the court said that the patron was bound because she signed the receipt immediately under the bold-type clause and was given the original and retained it.

The court also drew this important distinction between the right of a cleaner or other temporary custodian of a customer's property to limit, by agreement, the valuation on the basis of which he is to be liable for loss or damage, and his lack of right to provide by agreement that he shall be under no liability:

"A bailee"—the legal designation of any person in possession of a customer's goods—without violating the rule of law that "he cannot contract for exemption or limitation from liability on account of his own negligence, may, by reasonable provisions, contract to limit his liability to an agreed value of the article received provided the rate charged is based, bona fide, upon the value of the article and the stipulation does not amount to a mere arbitrary limitation designed to apply to all cases."

In short, if the customer has a right to fully value the article—on paying an increased charge—he cannot later object to the valuation he agreed to in order to get the benefit of a lower service charge.

Illegal Picketing

A retail cleaner had no employees and sent all garments received from customers to a cleaning company which had no union contract with its employees. Did a union have a right to picket his place of business in an attempt to force unionization of the wholesale cleaning company?

No, decided a Pittsburgh court some years ago in the case of Stein v. McNeil, 87 Pittsburgh Legal Journal 39.

Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The National Cleaner & Dyer. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at $2.00 per copy from:

The NATIONAL CLEANER & DYER
305 E. 45th St., New York 17, N. Y.

"We like our Manitowoc 70 lb. 2-bath for its simplicity, speed .... and automatic features!"

Robert Marchini, pres.
Spruce Cleaners, Inc.
Clifton, N. J.

another Manitowoc Success Story

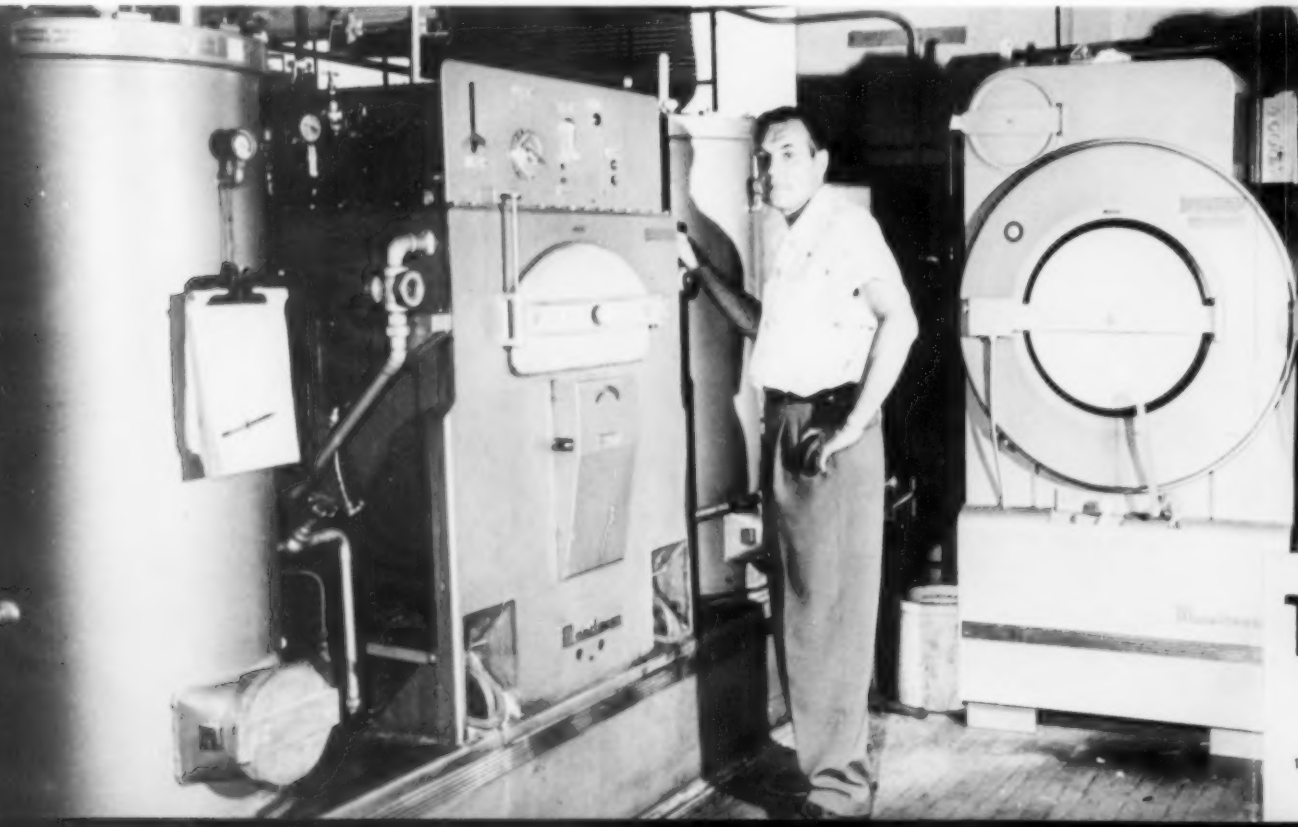
"We like our Manitowoc 70 lb. 2-bath for its simplicity, speed .... and automatic features!"

"We like our Manitowoc 2-bath cleaning system, especially the simplicity of operation," says Robert Marchini, President and co-owner of Spruce Cleaners, Inc., Clifton, N. J. "We like the speed and automatic features. Anyone can be taught to use the unit in a short period of time."

Bob Marchini likes all of the time and money-saving features of his 2-bath perchlor Manitowoc—especially Diverti-Flo positive solvent control, the divided solvent storage tank, the self-aligning positive-seal doors on both the washer-extractor and recovery tumblers, and the Manitowoc-Olson tubular filters. Marchini is enthusiastic about the top-notch service provided by his Manitowoc dealer. "Couldn't ask for anything better," he said. "One of the main reasons for buying the Manitowoc was the excellent service. We could have purchased a cheaper unit, but the service from that company is very poor."

Spruce Cleaners offers a drive-in service only, specializing in one-hour quality cleaning. For added income, the firm wholesales the cleaning of 3,000 to 4,000 ladies' fur-trimmed coats for local department stores in the Summer. Another profitable wholesale job is cleaning uniforms for the Clifton High School band.

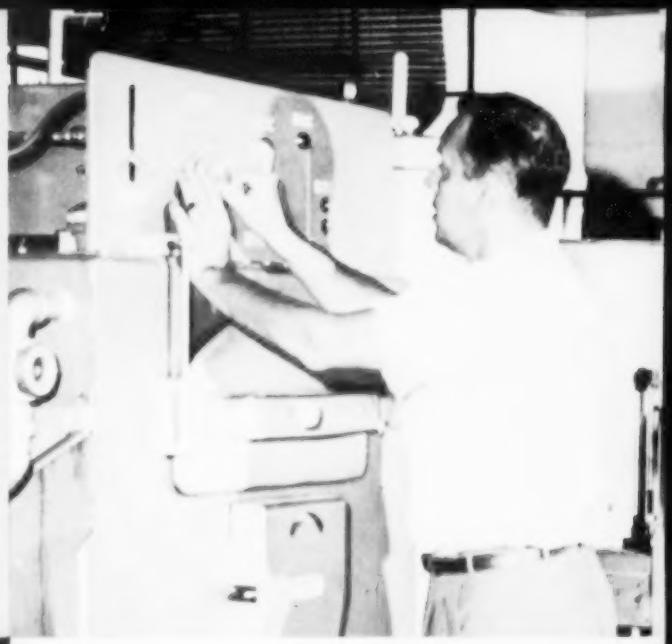
Boost *your* business and increase cleaning quality as Spruce Cleaners has done . . . make Manitowoc your choice when adding new equipment or replacing outmoded machines. A call to your Manitowoc dealer will bring complete details.

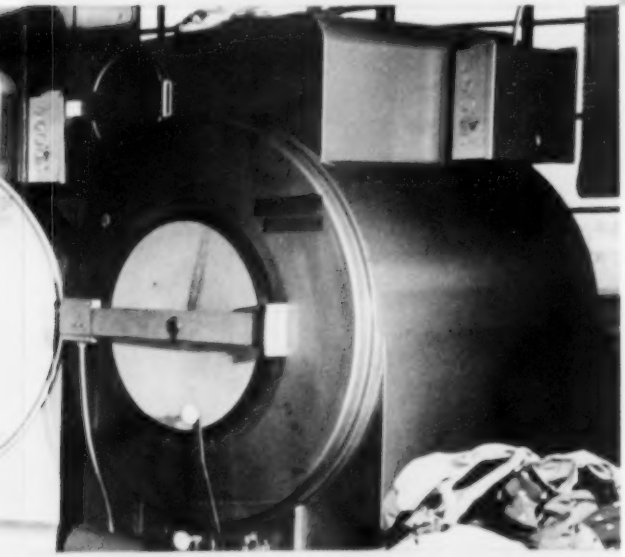


"We like the flexibility of the controls." Automatic air controls make tough cleaning jobs easy. "I cleaned a bunch of high school uniforms which were filthy," said Bob Marchini. "They were covered with everything possible. I just put the controls on hold in the strong soap cycle. Out of 110 uniforms cleaned, only one needed spotting!"

"750 pounds average output each 5-hour shift." Marchini has run as high as 900 pounds in a 5-hour day, but prefers to keep a longer cycle.

"One drum of perc solvent cleans 9,000 pounds." "This average includes coat cleaning which uses up a lot of perc," says Marchini. "Ordinary dry cleaning would put solvent consumption at 10,000 pounds per drum."





Manitowoc

A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

Perchlor 140°F-105°F

Tumblers Filters Stills Dry Cleaning Units

You get more with . . . MANITOWOC

Diverti-Flo Solvent Control positively prevents solvent intermix by use of a fool-proof mechanical interlock between butterfly valves and diverter.

"No-Surge-Over" Perchlor Still eliminates solvent contamination in still by positively eliminating surging and foaming-over of dirty solvent.

Manitowoc-Olson Tubular Filters use finest Monel metal tubes for superior filtration and fast, easy backwash.

"Extra-Dry" Solvent Reclamation saves hundreds of dollars yearly — eliminates need for a muck dryer.

Hi-Efficiency Recovery Tumblers assure super-speed drying with maximum solvent reclamation.

Complete Line of Eight Units in 2-bath and single-bath — 140° and 105° petroleum models — plus tumblers, stills and filters available independently for **all** dry cleaning systems.

Manitowoc Engineering Corp.
Acres of Manufacturing Know-How

Your Manitowoc Dry Cleaning Equipment is produced by a team of cleaning experts—backed by the complete manufacturing facilities of the huge Manitowoc Company. An expert engineering staff, cleaning-experienced sales personnel and skilled craftsmen devote full time to the development and manufacture of dry cleaning equipment. You can buy with confidence from Manitowoc, offering the largest manufacturing capacity in the dry cleaning field.

Other divisions of the 54-year old Manitowoc Company offer full manufacturing and drydock facilities for ocean-going vessels of all types; a complete line of power shovels and cranes weighing up to 375,000 lbs.; and refrigerator-freezers in home and commercial sizes, together with refrigerated merchandise display cases.

Manitowoc Independent Equipment Improves Any Dry Cleaning System

Super-Speed Tumblers

PERCHLOR RECOVERY TUMBLERS

Big 36" x 30" basket —fast operation.

140°F SAFETY TUMBLERS

Over 50 air changes per minute — 36" x 30" basket.

105°F CLASS II TUMBLERS

Explosion-proof electrical components — full safety features.

Stills Filters

MANITOWOC-OLSON TUBULAR FILTERS

1500, 2000 and 3000 GPH — Monel metal tubes — fast, positive back-wash.

"NO-SURGE-OVER" PERCHLOR STILLS

Eliminate solvent contamination — 40 and 75 GPH.

140°F AND 105°F VACUUM STILLS

Long life tubes — 75 GPH — pre-heater.

EDITORIALS

Happy Birthday

As we begin the new year, it is only fitting to recognize the fiftieth anniversary of the National Institute of Drycleaning. This important milestone will be observed in many ways through the next several months. Perhaps the biggest event will be the Golden Anniversary Convention in Atlantic City beginning March 7.

Even the most conservative estimates place attendance figures at well over 10,000 during the four-day show. What a contrast to that first meeting in Milwaukee in 1907! Then 25 pioneers gathered to create one of the most important forces in our industry, the National Association of Dyers & Cleaners.

It is no coincidence that drycleaning and the Institute have had such phenomenal growth in the past 50 years. The efforts of those first leaders, working together for the common good, gave all cleaners better methods and greater acceptance by their customers. Here is a dynamic example of the motto that appears on American coins, "E Pluribus Unum." The NID typifies the expression, "Out of many, one."

The birth of the NID was really the beginning of concerted organized activity in the industry. One of its early objectives was the encouragement of state groups. From this spread the movement toward association that is so vital to any industry. Today cleaners have the opportunity to share organization benefits on the local and state level, as well as national.

That first national group has grown 340 times over since 1907. Some 8,500 plantowners prove by their membership the soundness of the Institute's original principles, which continue to this day. But this is not intended to be a history of the NID. That task is in the capable hands of the wonderful "Miss Mike." Edna Michelsen has devoted 30 years of her life to the Institute and is presently compiling a history of the NID and the industry over the past 50 years. This will be introduced at the Golden Anniversary Convention.

Suffice it to state here that the industry owes its stature to the efforts of the NID over the past half century. May the Golden Anniversary mark the beginning of even greater prosperity for its members and continued good works by the Institute. Happy Birthday!

Whenever disaster strikes, cleaners demonstrate their willingness to help the common cause. The most recent example comes out of Greenwich, Connecticut. Bestever Valetorium, Inc., has reacted to the freedom fight of the Hungarians in the finest tradition of the industry. Similar reports are coming in from other cities.

Any garments accumulated in that city for the refugees of Hungary are being cleaned and pressed free of charge. The clothing is then turned over to Foreign Relief Headquarters.

As is the case in most charitable moves, this act has received the attention it merits. The local newspaper picked up the story and published it. The goodwill it is generating for the company more than repays it for its efforts.

This Hungarian emergency still exists. Cleaners the country over are urged to take similar action. If ever a goodwill program has been laid in the laps of the cleaners, this is it.

Business census figures for the year 1954 are pouring in from Washington. Preliminary statistics for drycleaning have already been published, and now other businesses are being reported. It is interesting to compare our growth with other fields since the last census in 1948.

In that eight-year interval drycleaning has increased 34 percent. In another service group, combination barber-beauty shops saw a 44 percent rise. Establishments that were beauty shops exclusively soared to a 52 percent increase in volume.

It must be noted that this fabulous gain occurred during the same period that brought about overwhelming acceptance of do-it-yourself home permanent wave kits.

Sounds similar to the home drycleaning and laundry methods so widely advertised. In spite of the tough competition these other service businesses grew. They fought fire with fire and advertised, too. They appealed to the customers' wants . . . beauty and good grooming. Perhaps a similar tack on the part of cleaners can produce equal gains for us over the next eight years.

While our athletic representatives were cleaning up at the Olympic games in Australia, California plantowners were cleaning up the athletes' garments.

Through efforts of the California Drycleaners Association, Los Angeles plants cleaned the personal garments of team members. When they left for Australia the athletes were supplied Olympic uniforms. Their own clothes were processed, then shipped to the members' homes free of charge.

The plan was first revealed by Walter B. Duncan, past president of the National Institute of Drycleaning, at the last national convention in Dallas. It is an example of the NID program in 1956 to improve public relations for the industry.

The expected happened. Most of the West Coast newspapers have publicized this public service. That's all to the good of *all* cleaners. This, like the Hungarian relief program, is an example of good opportunities that exist for better customer acceptance. To the Californians, nice going on a job well done.

Be sure to read Lou Bellew's complete report on page 74 of this issue.

Tombstones symbolize exodus from original small plant to . . .

What Makes Joe Click?

Here's what it takes to get out of the $300 a week class

By **ART SCHUELKE**

JUST WHAT does a cleaner do to become successful in 10 short years? To find out what transforms a $300-a-week operation to one bettering $1,500 in that period—and more in sight—it pays to check the story of Joe Delisle and his plant, Profile Cleaners of Littleton, New Hampshire.

What Joe has done can be accomplished by any cleaner, provided he is willing to follow the footsteps of Joe. For Profile Cleaners had no special good fortune to make success possible. The plant is located in an average small town of about 5,000 people. Nothing has happened to make this a boom town. There's no atomic plant, no uranium ore discovery. The community is a trading area for several villages in the White Mountains.

But no great influx of industry has occurred for many years. A few small shoe factories, some paper mills in nearby towns provide most of the payroll. Oh, yes. There is a firm that trades postage stamps not far away that employs nearly 100 people. Things are not much different than when Joe Delisle came into the cleaning business in 1946. It came about when a friend of Joe's, a man with cleaning background, approached him on a partnership offer.

Joe had no previous background in the business at all. He did have a little capital and a lot of ambition. On the debit side of the ledger were two things. First, the partnership was a brand new venture. Second, Joe was a local boy and generally local fellows didn't make good in their home town.

The partners started out with one truck which brought in the lion's share of the meager volume. Within the first year the partnership was dissolved. Joe was left with the unhappy choice of folding up and losing all his money, or trying to make a go of it himself in a strange field. He decided to go broke and hack it alone in the business. Things couldn't get any worse.

There is no one big thing that makes Profile Cleaners successful. Rather it is a succession of little things. For example, one of the first things Joe did was to acquire a subscription to The National Cleaner & Dyer. He looked to other cleaners' stories for ideas that would pay off for him. He takes out subscriptions for every employee in his plant who shows interest.

Another item. He became a member of the National Institute of Drycleaning the second year in business. Referring both to his business paper subscription and the NID membership, he says, "I wouldn't try to operate without either one."

In an effort to pinpoint his success, culminated by the opening of a model plant last July, Joe attributes it mainly to dependable service. He states that his price and quality were comparable to those of his competition. There are three other plants in town, plus an out-of-town cleaner who runs a truck in this market. "I was willing to meet customers' demands for service," is the way he puts it. People soon came to learn that when delivery was promised for a specific time, the garments were back on time.

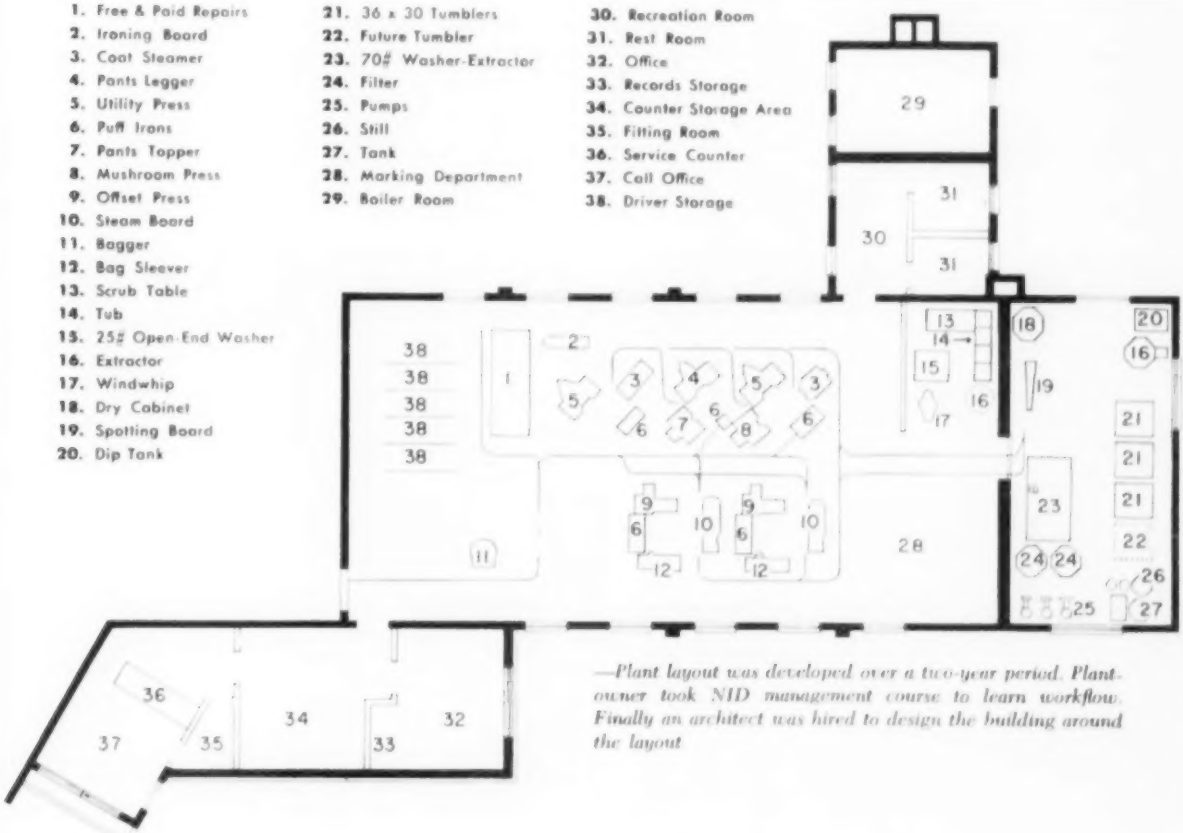
Route delivery is regularly three-day service, and route work is the backbone of the business. You can't beat old-fashioned door knocking, says Joe. About 90 percent of the work comes from four trucks, each of which

Model plant, a more fitting monument to intelligent management

has three territories. The trucks operate in a radius of some 30 miles from the center of Littleton. Since the route salesmen operate on a straight commission, they, too, know the value of door-to-door selling. How the plant helps the salesmen maintain their service will be explained later.

At the end of the first year, when the partnership dissolved, the plant was doing $300 a week. The next year, on his own, Joe added another truck and repeated this venture the next two succeeding years. To supplement the work of the salesmen, Joe

1. Free & Paid Repairs
2. Ironing Board
3. Coat Steamer
4. Pants Legger
5. Utility Press
6. Puff Irons
7. Pants Topper
8. Mushroom Press
9. Offset Press
10. Steam Board
11. Bagger
12. Bag Sleever
13. Scrub Table
14. Tub
15. 25# Open-End Washer
16. Extractor
17. Windwhip
18. Dry Cabinet
19. Spotting Board
20. Dip Tank
21. 36 x 30 Tumblers
22. Future Tumbler
23. 70# Washer-Extractor
24. Filter
25. Pumps
26. Still
27. Tank
28. Marking Department
29. Boiler Room
30. Recreation Room
31. Rest Room
32. Office
33. Records Storage
34. Counter Storage Area
35. Fitting Room
36. Service Counter
37. Call Office
38. Driver Storage



—Plant layout was developed over a two-year period. Plant-owner took NID management course to learn workflow. Finally an architect was hired to design the building around the layout

TASTEFUL call office carries cedar clapboard wall trim to exterior wall. Window is aluminum-framed, floor red marbleized vinyl tile, other walls chartreuse with olive-green trim

Delisle ran weekly ads in the local newspaper. *This practice was started the day the plant opened, and has continued ever since.*

Joe Delisle also knew the value of a trade mark, an insignia, that would plant an image in his customers' and prospects' minds. In the mountains nearby is a natural rock formation that has the appearance of a face. It is known as the "old man of the mountain." All natives of the area are familiar with the profile, hence the name of the plant. A silhouette copy of that profile has become the firm's identifying mark over the past 10 years. Another small thing, perhaps, but another item that sets this plant apart from run-of-the-mill operations.

Profile Cleaners has used other merchandising ideas in the past. At one time radio was used for four months, but the results didn't warrant the cost. Direct mail has been used effectively from time to time. This medium is used to push sideline services. At the new plant, a pylon sign does a fine job of selling sidelines. It has changeable letters to convey different messages from time to time. This sign is the only one of its kind in Littleton, aside from the local movie house.

Another sound policy of the plant-owner is to make a regular practice of visiting other plants. As you might suspect, he is active in his state association. He is presently a director of the New Hampshire Drycleaners Association. This work requires traveling and gives Joe the opportunity to compare his methods with those at other association members' plants.

Joe is also active in civic affairs. He is chairman of the town planning board, and has been connected with local Veterans of Foreign Wars activities. A recent gesture of public relations involved a talk he made to the Littleton Rotary Club on the history of drycleaning. He has the time for these *management* jobs because he refuses to get entangled in routine production tasks in the plant, except in emergencies. As he puts it, his job is to keep pulling up the loose slack. He says he simply hates to open the plant in the morning. He is very unhappy to be the first into the building. On the other hand, he is usually the last to leave at night.

Another small, but important item. Profile Cleaners does not permit smoking in the production department. A separate room is available to the employees for rest periods, lunch or the occasional smoke. No one, including the boss, smokes in the plant proper. It makes for a more orderly crew, better housekeeping, and last but not least, no claims for holes burned in garments.

Improved Workflow

Here is how the work is kept flowing smoothly through the plant. All work brought in by the drivers at night is marked in that evening by an employee who starts after 6 o'clock. That work is starting its way through the cleaning room at 6:00 a.m. the next day. When the pressers come in much of this work is already cleaned, tumbled and spotted, ready for finishing. By early afternoon all cleaning is finished. The pressers have that day, plus all of the next to finish up, catch wetcleans and other stragglers. By the

SOUND MANAGEMENT principles apply in small towns, too. Drivers in this village of 5,000 are uniformed, drive smart, freshly painted trucks

GOOD LAYOUT and new equipment enable one man to handle the cleaning and spotting alone in all except peak weeks

and in 1957
THE ACCENT IS ON SELLING!

Today's marketing problems offer no challenge to the Sanitone Dry Cleaner. He knows where he can turn to get effective answers. He has learned to rely upon the Sanitone program to help him produce and sell customer-pleasing quality all the time.

Actually this is the only complete program in the industry. Nowhere else can you get these three advantages working together:

First, the Sanitone process to produce consistently good results day after day in petroleum or synthetic systems;

Second, a complete merchandising program tailored to fit your specific local needs;

Third, the services of a Sanitone Engineer trained to help you make the most effective use of all "Sanitone Tools."

These "extras" are available to Sanitone Licensees at no extra cost because Sanitone, the first and still the best charge system, costs no more than the so-called "super-charge." Write today for information about Sanitone's free, no-risk demonstration.

Sanitone
DRY CLEANING SERVICE

A Division of Emery Industries, Inc. • Carew Tower, Cincinnati 2, Ohio

FINISHING ROOM features concrete block construction, bar joist ceiling. These joints eliminate need for center supporting posts, provide hangers for slickrails, sprinklers, lights

second night everything is completed for the drivers' deliveries the next day.

The new plant has helped the workflow, too. How this plant came into being gives a further insight into the sound management methods of Joe Delisle. When he first considered a new plant some three years ago, Joe realized he had little knowledge of plant layout. To overcome this, he registered for the twenty-fifth management course of the NID, graduating in January 1954. He picked up all the latest thinking on plant layout, plus other management techniques that made him more efficient.

Joe's next step was to negotiate for some property, while spending nights on his dream-plant setup. After considerable difficulty, he acquired a plot of ground on the opposite side of town from his old location. The new spot is much better for drive-in business. It is in a more prosperous section and located right across the street from the city school. Already his drive-in business has just about doubled from what it was before the move.

The property is roughly 140 by 140 feet and was purchased from three separate sources. The first parcel included some frontage but not enough depth. The second part, for depth, was involved in a complicated estate matter. Joe finally found someone with a claim against the estate and was able to buy this parcel when the debtor brought suit against the estate. The final portion involved an industrial firm with headquarters in an upstate New York city.

It took several board meetings of that company to relinquish its part of land. Then it was found that part of this last ground was on city property that had been claimed years before for road purposes. This final hurdle was covered through city action, but well over a year elapsed while all negotiations were concluded. Someone less persevering might have lost heart.

While this went on, Joe shaped up his plans for workflow and put them on paper. These he sent to the Institute for suggestions and improvements. Those that he liked, he incorporated. Those that didn't meet his thinking were deleted. Then, and only then, he called in a local architect. The building plans were drawn around what was felt to be the best layout. The only major alteration was in the positioning of the call office on a slight angle for more artistic effect.

The architect's services were essential to construct a building that met local ordinances and to make it structurally sound. In addition, many savings were built into the plant. For example, the entire plant has a sprinkler system, saving at least $600 a year on insurance. The bailee rate is but 25 percent of what it was at the old plant.

All the careful preplanning is paying dividends. Steam lines and the vacuum system are beneath the plant's wooden floor. But they are exposed in the full basement. On top of the existing outlets, extra capped nipples have been provided for future expansion or changes.

The boiler room houses two 15 hp. package boilers from the old plant, but is large enough to accommodate two 30 hp. or one 50 hp. boiler when needed in the future.

The petroleum cleaning room is 16 by 32 feet, large enough to hold the cleaning equipment and with space for the spotting department. During normal weeks one man runs the washer-extractor, the tumblers and does the spotting. There are three tumblers, equipped with thermometers. A 50 g.p.h. still keeps the solvent in top condition. Originally it was suggested to use two filters of 2,000 and 3,000 g.p.h. capacity. With an eye toward increased volume, plus better cleaning results, the plant rather installed 3,000 and 5,000 g.p.h. filters. Each is equipped with solvent coolers.

The finishing room is 32 by 64 feet. It houses the wetcleaning department, marking and sewing, as well as driver storage racks. There is one complete silk finishing unit, with another in the process of installation. Three wool units are individually equipped to handle different types of garments. One is made up of a topper and legger. Another unit has a steam-air finisher, a utility press and puff irons. The third unit consists of a steam-air coat form, utility press and mushroom. Near this unit is an ironing board for lining touch-ups. It is also handy to the seamstress for her use.

Free repairs are a must here. The seamstress has an elevated platform in line with NID recommendations. Slickrails and through-the-unit production are also utilized. The plant is geared for better than $3,000 a week.

Here is another example of Joe Delisle's management thinking. Along one side of the plant an aisle of extra width has been provided. This will allow for plant tours by home economics classes, church and civic groups without crowding the guests or interfering with the working crew.

Well Planned Opening

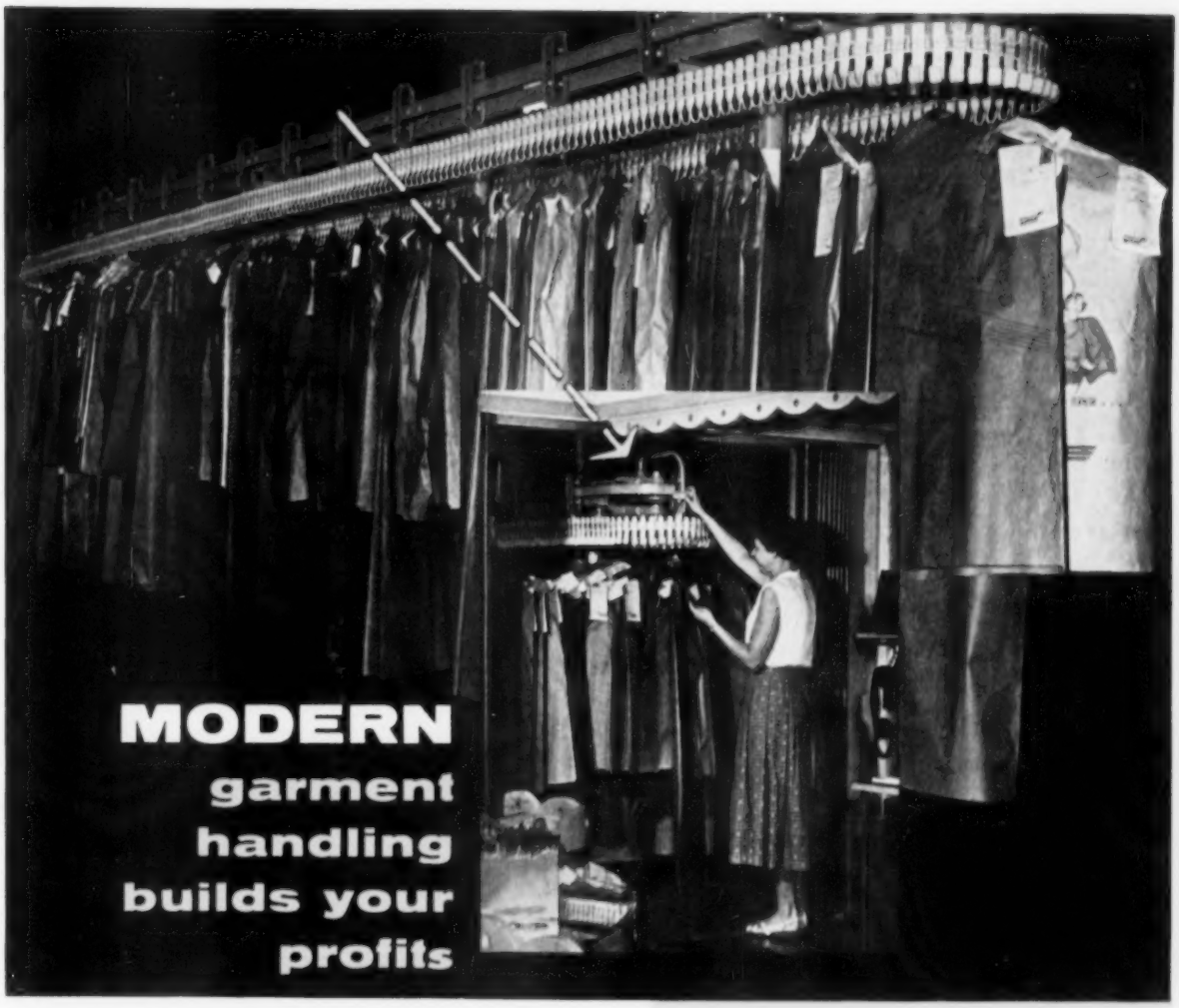
Grand opening festivities also reflected careful planning. Two full pages of ads preceded the affair. One was bought by Profile Cleaners; the other by other merchants and supply firms. The local paper ran a front-page news story. The town judge and Miss New Hampshire attended.

Over 300 townspeople toured the plant. They all received souvenirs. These were smart black ashtrays, with the Profile insignia discreetly showing. The local paper gave the plant still another plug with a two-column story and pictures after the opening.

Another little thing that stands out at this plant. The four route salesmen are smartly uniformed, and have been for some four years. The costs for these are divided evenly between the men and the plant. This is the only cleaner in town with uniformed men.

Here's another example of business acumen. When your reporter called on this plant for a story, Joe immediately contacted the local paper. It, in turn, sent one of its staff out to make a news item out of the fact that a local merchant was about to receive national recognition in a business paper.

It's difficult to put a finger on the one thing that makes this plant successful. But add them all together and the little things make for a big reason that Joe Delisle clicks. # #



DIALAMATIC CONVEYOR

Saves Time—Dialamatic delivers garments to the counter in seconds. Your attendant stays with the customer, eliminating annoying delays caused by searching for garments.

Saves Space—39% more orders handled in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space.

Boosts Sales—Efficient, modern garment delivery is a big plus in customer relations . . . instills confidence in your over-all operation. Dialamatic attracts customers into your place of business.

DIAL AND DELIVER

As easy as dialing a telephone . . . and faster! Just turn the dial to the order number and there it is . . . the complete order at your sales counter in seconds.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. JC-70
Box 501, Detroit 32, Michigan

Send me more information on the Dialamatic Conveyor and how it can boost my sales.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

"Mr. Dry Cleaner: DON'T BE MISLED!

Automatic Humidity Controls, whether Adco's or others, can only add uniformity to your operation. — says Doc. J. C. Alexander, *Adco's Director of Research*"

The Detergent is the Thing!

The detergent you use determines whether you get uniform "Top Quality Results" or uniform mediocre results from the cleaning done in your plant.

KNOW WHAT YOUR CLEANING RESULTS ARE!

How to check the quality of your cleaning!

1. **Send in test swatches at regular intervals . . . COMPARE RESULTS.**
2. **Check your filters, pumps, solvent levels, overloading washers, and tumblers, correct classification of clothes, etc.**
3. **Check your solvent for correct percentage of soap as well as correct fatty-acid content, regularly!**

YOUR ADCO TECHNICIAN KEEPS PERIODIC CHECKS ON ALL OF THE ABOVE FOR YOU!

new, water-white,

TRIPLE-X DRI-SHEEN

shows better than 100% higher, water-soluble soil removal than the old, dark-colored Dri-Sheen!

Reason . . **NEW WATER-WHITE DRI-SHEEN HAS MUCH GREATER DETERGENT CONTENT PLUS BEING UNUSUALLY SOLUBLE . . . THIS ADDED SOLUBILITY ENABLES YOU TO USE CLARIFICATION POWDERS AND DARCO REGULARLY IN YOUR CHARGE (EVEN THE 4% CHARGE) WITHOUT REMOVING APPRECIABLE AMOUNTS OF SOAP! THIS MEANS THAT THE WATER USED IN YOUR CHARGE STAYS "CLEAN" AND UNCONTAMINATED . . . ASSURING YOU OF NO REDEPOSITION OR GREYING.**

Adco, INC., SEDALIA, MO., U. S. A. • *Manufacturing Chemists since 1908*

Remember... **DIRTY WATER in your charge cannot be rinsed out by any amount of the purest solvent! Therefore you must keep your charge clean!**

Results..... ***BRIGHTER, CLEANER, DRY CLEANING!***

Now...with water-white

TRIPLE-X DRI-SHEEN

YOU CAN USE CLARIFICATION POWDERS AND DARCO WITH YOUR CHARGE!

TO USE CLARIFICATION POWDERS AND DARCO WITH THE "OLD TYPE DARK CHARGES", WAS NOT ECONOMICALLY POSSIBLE AS AROUND 30% OF YOUR DETERGENT WAS REMOVED BY THEIR USE.

MAKE ADCO PROVE THIS BY DEMONSTRATION IN YOUR PLANT AT ADCO'S EXPENSE!

RUN TEST SWATCHES ON YOUR PRESENT DETERGENT, THEN RUN SWATCHES ON ADCO'S TRIPLE-X DRI-SHEEN.

TRIAL ORDER BILLED ON 60-DAY TRIAL BASIS. ADCO TECHNICIAN WILL DEMONSTRATE IN YOUR PLANT . . . GUARANTEED BETTER RESULTS OR NO COST TO YOU!

Swatch tests.. **SWATCH TEST FURNISHED BY N. I. D. to all N. I. D. members. If not a member of N. I. D. . . . Test Swatches can be had from Anderson Prichard Oil Corp., 31 North Summit Street, Akron, Ohio, and Stantest Service, Standard Oil Company of California, San Francisco 20, California.**

FILL OUT AND MAIL FOR TRIAL DEMONSTRATION

ADCO INC., SEDALIA, MISSOURI

Please Send Me _____ gallons of XXX Dri-Sheen freight prepaid.

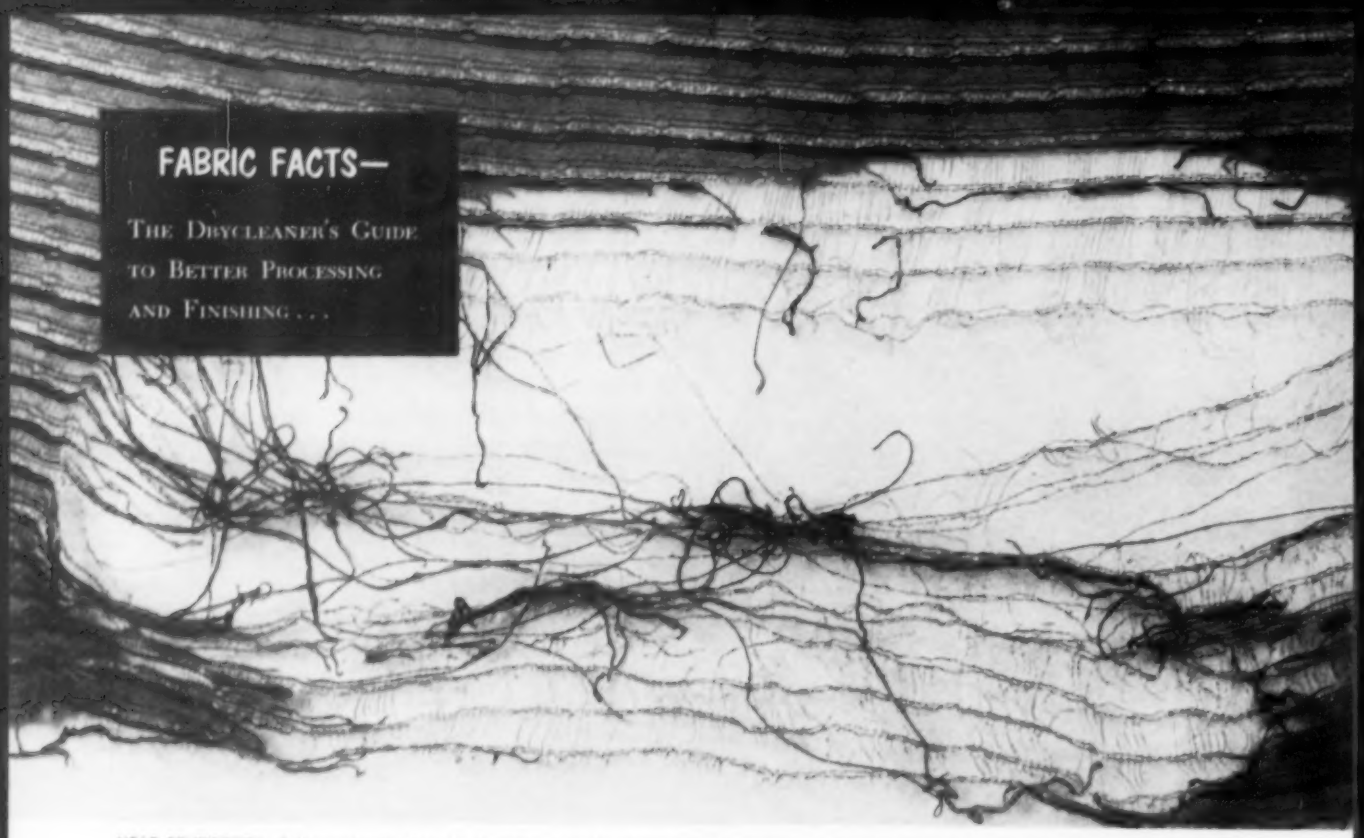
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Adco pays freight on 10 gallons or more.

10 gal...$**4.05** 30 gal...$**3.90** 55 gal...$**3.85**



HEAT SENSITIVITY of thermoplastic fibers is dramatized in the photo above. Drapery is blend of Dynel, Saran, metallic thread and rayon. The finisher started on a conventional hot-head press. One touch of the head and the fibers of Dynel and Saran disappeared

PART VIII

How To Identify, Clean, Spot And Finish Thermoplastics

By LAURA PORTERFIELD and CORT ANTONSON

NOT TOO MANY years ago the word "thermoplastic" would have meant little to the average drycleaner. Today it is exceedingly important, since the word covers a broad category of man-made fibers. Those synthetic fibers that melt in the presence of heat are known as thermoplastics. Some of these melt or change molecular structure from the heat of presses or irons. Others, such as rayon and Vicara, are non-thermoplastics. Ordinary finishing temperatures have little effect on them.

The major thermoplastics to be treated in this article are: Acrilan, Arnel, Dacron, Dynel, nylon, Orlon, Saran.

The above make up fibers that will soften when heat is applied. The addition of pressure to the heat can change the shape or physical appearance. For example, excess heat can cause Dynel to melt. Moire patterns from presses in cleaning plants can result on garments never intended to appear that way.

With proper care most fabrics made up of any of these fibers can be cleaned, spotted and finished without too much difficulty. Identification of the fabrics is the first step in proper handling. And recognition of such fibers is often made easier by knowing the end uses to which the fabrics are put.

For example, Fortisan, a type of rayon, *is not thermoplastic* but is often blended with two thermoplastics, Saran and Dynel, in draperies, curtains and similiar articles. This is especially true on draperies, etc., used in theaters, banks, hotels where fire resistance of the material is important. Both Saran and Dynel have that characteristic. It can even be found in home draperies occasionally.

Dynel is also used in blankets, made

Why do American Women Dress so Economically?

Because they have the world's largest group of skilled professional drycleaners to keep their garments in fine condition!

Women's clothes — even the low-cost kind — take lots of abuse because American women are the most active in the world. In sports, business, recreation, at home . . . American women demand smartness.

The professional drycleaner "Perks 'em up with Perk". Perchlorethylene is the best of cleaners . . . Stauffer's multiple-tested 'Perk' is the best of perchlorethylenes.

'Perk' is 100% pure drycleaners' perchlorethylene, stabilized for use in *all* synthetic drycleaning systems.

Your dealer can supply you with Stauffer's 'Perk' in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also . . . ask him for the attractive window sign that tells your customers you

"perks 'em up with **Perk**"

Stauffer CHEMICALS SINCE 1885

STAUFFER CHEMICAL COMPANY
380 Madison Avenue
New York 17, N. Y.
Sold Through Drycleaning Supplies Distributors Everywhere

IMPORTANT TOOLS in finishing department are flap-head puff irons. These are especially important when handling thermoplastics. Demonstrated above is technique for tightening knit cuffs of a child's snowsuit, made of synthetic material

WHEN TOP STEAM is applied to thermoplastic fibers, the press head should merely "kiss" the fabric. Vacuum should be applied only after the press head is released. This will cut down shine and eliminate the common vacuum fold that plagues finishers

up 100 percent of this material. The increasingly popular deep-pile furlike fabric also incorporates Dynel in a blend with Orlon.

Saran is used in many items which do not generally come to drycleaners for processing. These uses include pocketbooks, lampshades and auto seat covers. Such items seem to have a plastic coating. The slick finish is easily cleaned with a damp cloth.

Some drapery materials containing Saran and Dynel, blended with Fortisan, may appear to be made of silk. When any such articles are sent in for cleaning, the counter girl or route salesman should verify if the material was sold as a drycleanable fabric.

Arnel Handles Well

Arnel is one of the better fibers to come on the market. It was carefully researched before its introduction, and as a result is very serviceable. It has many care-of-care virtues. It has a cool, crisp look, retains its appearance even in damp weather. It holds pleats well. Arnel will not shrink out of shape, is colorfast and finishes easily.

Garments may be made of 100 percent Arnel or in various blends. It comes in a variety of weaves, including sharkskins, crepes, flannels, etc. It can be found in many different materials. Children's and women's clothing, men's sports shirts and slacks, draperies and lingerie are but some of the end uses of this fiber. There are some 50 new fabrics of Arnel now on the market or due soon.

Acrilan and Dacron in Blends

Both Acrilan and Dacron are normally sold in blends with other fibers. They do not, as a rule, give too much difficulty if handled as recommended. Both fibers are generally used in suits, shirts, uniforms, raincoats, dresses, blouses, skirts, curtains and draperies.

There is a new lustered, Sanforized fabric made of 75 percent Dacron and 25 percent cotton. It is practical and beautiful. While it is launderable, much of it will find its way into plants from housewives who don't like to launder or finish good-quality garments.

Some fabrics in check designs are made of cotton, acetate and Dacron. These above materials both have the appearance of cotton but should be finished as are heat-sensitive fabrics.

Other common combinations to watch for are blends of 75 percent Acrilan with 25 percent silk; textured tweeds of 66 percent silk and 34 percent Acrilan; others of 40 percent Acrilan, 40 percent silk and 20 percent nylon, as well as many other percentage combinations of the above. There is also a blend of Acrilan and alpaca made into a fine fabric for ladies' coats.

Orlon Is Versatile

Sweaters made of Orlon have the appearance of fine cashmere. While they retain their shape well, they do need careful handling. Too much mechanical action can cause pilling of the fabric. Orlon is being used more and more extensively in a blend with wool. This is especially true of summer-weight suits, for both men and women.

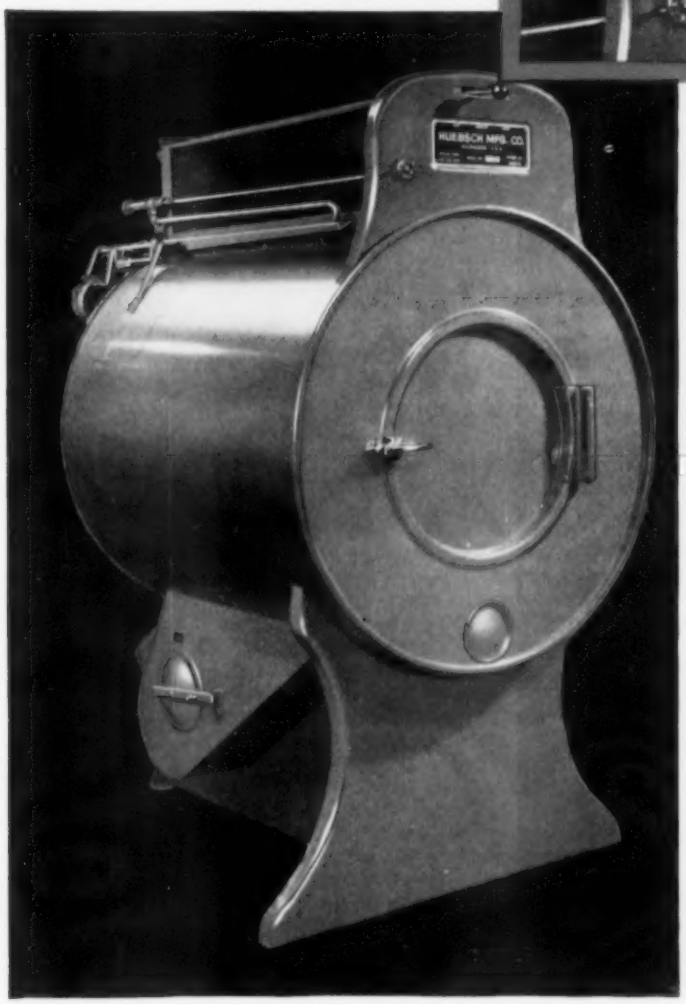
There will be many dressy "cottons" shown through the next several months. They are in the darker shades of navy blue, dark green and brown. These dresses are a combination of solution-dyed Orlon blended with cot-

Continued on page 52

HUEBSCH *gives you a new, easy-to-operate*

TEMPERATURE CONTROL

THE NEW, EASILY OPERATED TEMPERATURE CONTROL LEVER on steam-heated tumblers can be set from "all cold" to "all hot"—or any desired temperature stage in between—and setting will be accurately maintained!



plus

ALL THESE OTHER ADVANTAGES

- Oversized parts, designed for added strength, longer wear. All parts accessible for easy servicing.
- Choice of four sizes: 36" x 18", 36"x24", 36"x30", 42"x42". Choice of dry cleaning or laundry models. Choice of any color at no extra cost.
- Famous Huebsch open-end design assures fast and efficient loading and unloading.
- Low in original cost, economical to operate and maintain.
- Built by the world's largest maker of commercial drying tumblers. More than 100,000 now in use!

HUEBSCH MANUFACTURING COMPANY

3775 N. HOLTON STREET • MILWAUKEE 1, WISCONSIN

HUEBSCH OPEN-END TUMBLERS

Your customers can tell ...when you clean

Clothes can't help but come out gray, and customers are bound to complain, when your solvent gets dirty. A belt kept at home may look brighter than a newly cleaned dress. Or separately cleaned trousers may no longer match a coat. Just one batch of grayed garments can cost you a lot of customers.

It's easy to tell when your solvent is dirty. And it is easy—and economical—to keep it *always* clean, by regular use of DARCO® DC activated carbon.

CLEAN SOLVENT HAS LIGHT COLOR. Here's how solvent containing a 1% soap charge, and treated daily with the correct daily DARCO DC dosage, actually appeared after a week of normal cleaning.

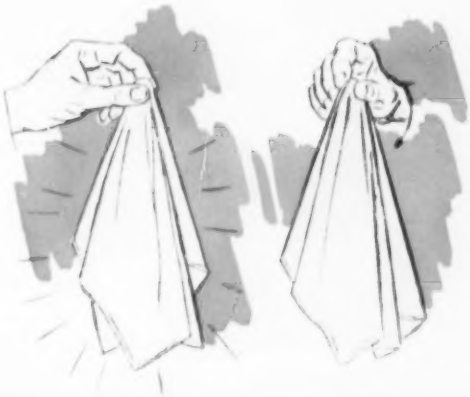
WITHOUT DARCO, SOLVENT TURNS DARK. Here's a solvent, also with 1% soap charge, but *not* treated daily with DARCO DC, after a week's normal cleaning.

with Dirty Solvent

check your solvent with the DARCO® whiteness test

Tear a clean piece of white cotton or rayon cloth in half. Run one half through your washer. Dry it and press.

Then compare the color of the cloth you've just "cleaned" with the piece you've kept out of the washer. If it looks gray and dingy, you're working with *dirty solvent!*



DARCO® DC every day keeps trouble away

It costs so little to keep your solvent in top condition using DARCO DC. And it's the cheapest "customer insurance" you can buy . . . the simplest way to build a reputation for premium quality cleaning.

Be sure to use DARCO DC every day. And be sure to use enough to do the job.

DARCO DC is all you need to keep solvent free of bleeding dyes, fatty acids and odor-bearing impurities. You sweep out all trouble-makers in a single operation. Your DARCO DC distributor will be glad to tell you how much dosage is best for your specific washer.

You'll save money—because you can run longer between redistillations. DARCO DC saves soap and solvent, too.

You'll save customers. Daily DARCO DC treatment ends complaints about grayness and odors . . . keeps old customers happy, builds a reputation that attracts new customers.

ORDER DARCO DC from your distributor today, in the handy 2-pound packages—25 to a carton.

Here's proof *of what Darco DC does. Send for your copy of the N.I.D. Report, "The Use of Darco in 1-Bath Charged Systems".*

DARCO

ATLAS

CHEMICALS DIVISION

ATLAS POWDER COMPANY

WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd., Brantford, Ontario, Canada

SLEEVING OPERATION on snow suit is another example of puff-iron finishing. Judicious use of press heads is advised to avoid shine on thermoplastic fibers. Puff irons and trowels help reduce this problem

STEAM-AIR FINISHING is helpful when handling thermoplastic fibers. Demonstrated above is its use to finish child's suit coat. Machine can be used to good advantage when handling permanently pleated skirts

Continued from page 48

ton fiber. They have a silky, lustrous appearance never attainable with cotton alone. Similarly new satins are gaining popularity. These are blends of silk and Orlon. Water spots can be removed safely from these garments.

Synthetics Generally Blended

Like Dacron, Orlon and the other fibers mentioned, nylon finds great use in blends. For example, white blouses with a lovely batiste look will appear in large numbers this year. These are a combination of nylon, Dacron and Egyptian cotton.

Casual or spectator-type garments for ladies appear in a fabric named Tweedarlin. This is a combination of nylon, rayon and Arnel. This fabric is very soft to the touch, and requires little finishing.

All the synthetics are gaining more and more acceptance as blends than when supplied as 100 percent fibers. Each has certain advantages that impart extra qualities to other fibers, natural or man-made. When Orlon or Dacron is blended with wool, the garment is superior to either straight wool, in most cases, or to 100 percent synthetic.

Some of the advantages are crease resistance, better drape or light weight. Other advantages result when these fibers are used with cotton or silk.

There are strong indications that the "wash and wear" trend has passed its peak. The blends with natural fibers call for professional drycleaning and finishing.

Synthetics Identifiable

Synthetics, whether in blends or used 100 percent by themselves, have the "slick" feel to the touch characteristic of fabrics that have static electricity. Generally, they impart luster to the fabric. Most so-called "permanent" pleats appear in fabrics containing synthetic fibers.

Then there is always the old reliable burn test. Since so much of the material on the market today is blended, any tests made should be done by first separating the warp and woof threads. Tested separately, they will reveal their true identity.

Following are burn-test characteristics when the threads are exposed to a lighted match. Also shown are safe finishing temperatures:

Acrilan: Burns with a yellow, smoky flame.

Has an offensive, bitter odor.

Forms a hard, black ash.

Safe finishing temperature: 260 degrees.

Melting point: 460 degrees.

Arnel: Burns rapidly, shrinks away from the flame.

Has odor of burning punk, bluish smoke persists after flame is removed.

Ash is a hard black bead, irregular in shape.

Safe finishing temperature: same as cotton.

Melting point: 575 degrees (discolors at 440 degrees).

Dacron: Fiber fuses and shrinks away from the match.

Has a dark and sooty smoke.

After the ash cools it is difficult to crush.

Safe finishing temperature: 300 degrees.

Melting point: 475 degrees.

(*Note:* Dacron will dissolve in strong alkali, but will not dissolve in acetone or concentrated formic acid.)

Dynel: Difficult to ignite. Will not burn if flame is removed.

Flame changes from bright orange, to yellow, to green and dark blue. Smoke is blue-black.

Continued on page 90

TO CASH IN ON QUALITY CONTROL, USE STOD-SOL, DEOD. 125 AND APCO 140-F!

APCO drycleaning solvents give you the means of quality workmanship; and the free Stod-Sol "Test Bundle" Service provides a quick, simple method of rating your quality performance. Ask your Stod-Sol distributor how APCO products and service can help you get new customers and hold on to those you have.

APCO
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BRANCH OFFICES IN ALL PRINCIPAL CITIES

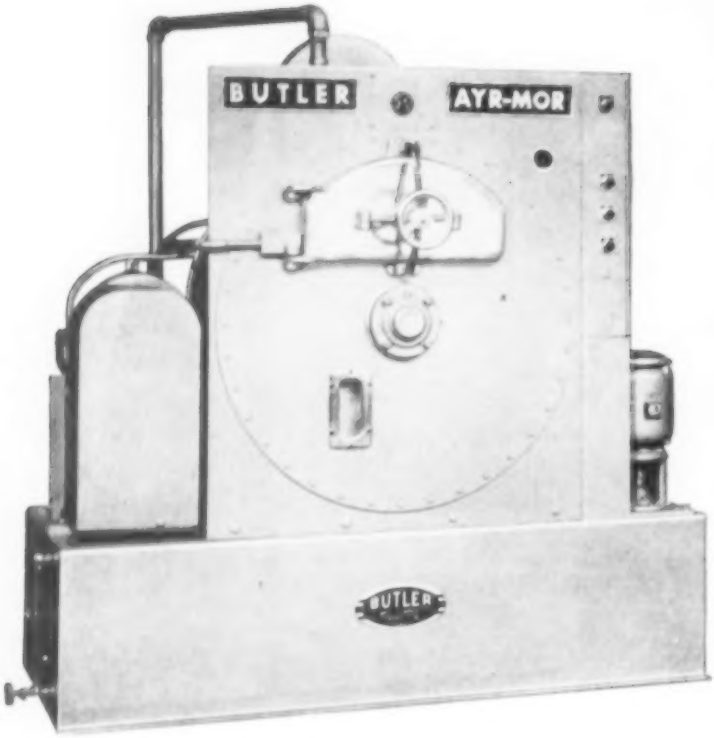
Who could ask for

The 8 benefits cleaners want—

You get them all in

Butler

fully-automatic synthetic units

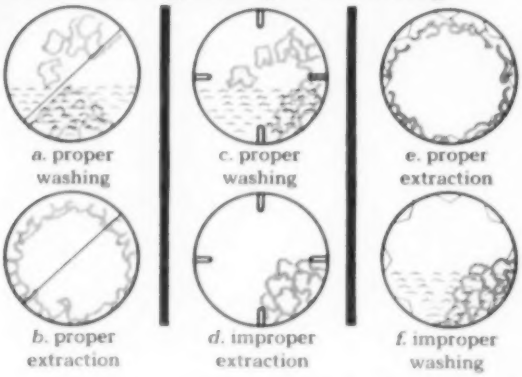


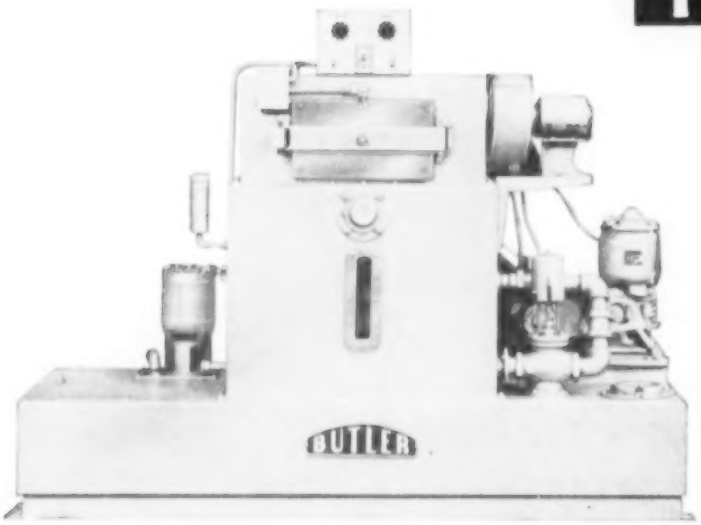
We asked hundreds of cleaners (perhaps you're one of them) what benefits they expect to get when they shell out hard-earned cash for a synthetic unit.

Again and again it was brought out that there are eight key benefits that virtually every cleaner wants — and has every right to expect.

You get all eight of these key benefits in both members of the Butler synthetic unit family — the Butler 100 (100-120 lbs. per hour), which handles a $1500 to $2000 a week volume, and the Butler 150 (120-150 lbs. per hour), which handles a $2500 to $3000 a week volume. Both are fully automatic. And both do three important jobs: (1) operate for less money, (2) cut labor costs, and (3) attract and hold customers.

1 Highest quality cleaning

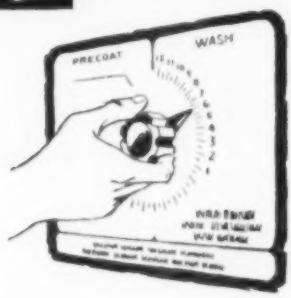




Butler divided-pocket cylinder forces clothes in and out of solvent (a, above), assuring thorough solvent penetration for highest quality cleaning. Divided pocket also insures even distribution of clothes during extraction (b) for smooth, vibration-free operation and maximum solvent recovery. In open-pocket cylinders, ribs provide either proper washing action (c) at the expense of smooth, effective extraction (d) or proper extraction (e) while sacrificing good washing action (f).

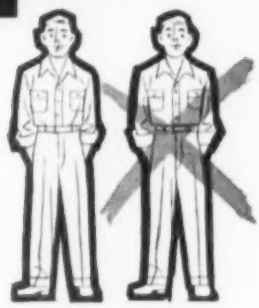
anything more?

2 Fast production



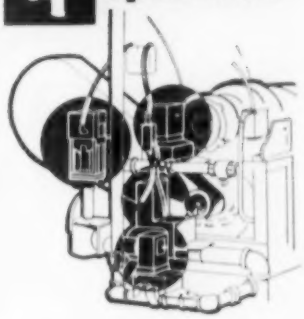
Just set it – and forget it! Fully automatic operation frees cleaner for other duties like spotting – what little there is with a Butler in the shop. Charged system results in pass-ups . . . as high as 95%. Big capacity means more volume. *Honest* capacity ratings, based on conservative standards, give top quality at full capacity. Butler filter speeds cleaning and clearing of load. No down time for changing bags.

3 Economical operation



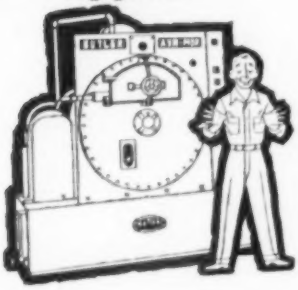
You can eliminate one or more employees with a Butler synthetic unit. Running the unit takes only 15% of the operator's time – he's free to handle spotting, wet cleaning, or other jobs the rest of the time. This, alone, can pay for your new Butler. Patented air cleanout in Butler filter recovers $300 or more worth of solvent a year from filter muck, leaves the muck so dry it can be shoveled into a hanger carton.

4 Simplicity of operation



Four simple motorized valves do most of the thinking for your operator throughout the day. Yes, just four valves – compared to as many as 10 on some machines. This means fewer parts to maintain, less down time, more consistent production. Filter and still operate continuously and are controlled automatically. Wash and rinse solvents are directed to the machine as needed.

5 Greater employee appeal



Naturally, fully automatic operation is popular with cleaners. But there's a whole host of other features that make Butler synthetic units popular. There are no odors, no solvent leaks, no messy floors with Butler's tighter construction. Cleaner working conditions keep workers happy, reduce employee turnover. Lubrication, maintenance are simple – no panels, messy bags or fragile tubes.

6 Flexibility of cycles, methods and processes

Washing time can be varied to suit the fabric or the load. Any drycleaning process can be used – two-bath, one-bath, 4% or no soap. The pure distilled solvent rinse can be adjusted to fit the drycleaning process. Divided cylinder serves as two washers in one, assures controlled mechanical action for any size load. Finishers receive garments faster. Installations can be tailor-made to fit any space.

7 Attractive appearance

Butler synthetic units have modern "store-front" good looks. Their neat appearance and pleasing color will attract favorable comment anywhere in your plant.

8 Safe operation

Power cuts off and cylinder stops when door is opened. Inching button connected with brake. Moving parts covered. Basket bolted to full-length shaft; bearings at both ends.

See this up-to-date report on synthetic dry cleaning!

You'll find it an hour well spent viewing this dramatic new Butler study on what synthetic cleaning can do for you, and how Butler can help you get the most from it. Write for showing – no obligation.

For more information, write to the address nearest you.

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This Plant Uses the Immersion-Saturation Method

TEN-MINUTE IMMERSION in flameproofing solution, followed by immediate hot tumble-drying, are basic steps in this procedure. Laundry washer is employed for large lots, dip tank for smaller loads

There's No Secret About Flameproofing

Process is fast and simple . . . but watch certain hazards

By GERALD WHITMAN

FLAMEPROOFING is a fairly simple process and a lucrative sideline. But there are certain cautions that should be observed, according to Gabriel Illovsky, owner of Tru Color Dye Works, Inc., Long Island City, N. Y. This firm does a substantial amount of drapery and household goods flameproofing for drycleaners and schools in the metropolitan New York City area.

Generally, there are two ways of accomplishing flameproofing—by the spray method and by immersion-saturation. Tru Color uses the latter approach because, Mr. Illovsky feels, immersion will produce better quality and more even results. At this plant, draperies, slipcovers and other household goods are flameproofed on the wet side, in a mixture of water and powdered flameproofing compound. No solvent is used in the process.

Depending upon the size of the draperies and the weight of the individual load, Tru Color uses two types of equipment for immersion. One is a 42-by-54-inch laundry washer for large loads; the other is a small stainless-steel-lined wooden dip tank for loads up to 20 or 30 pounds.

The men mix up their flameproofing solution at a ratio of one pound of powdered flameproofing chemical to each gallon of water. The temperature of the water is maintained at 100°F, and the length of immersion in either the washer or smaller dip tank is 10 minutes. By that time the load will have been fully saturated. The flameproofing solution is reused indefinitely. An average dryweight load in the washer runs to around 150 pounds, with the amount of water required for a load of this kind also running to 150 pounds. All items are first washed, unless already clean.

Before the immersion process takes place, the men first classify the items to be flameproofed by type of fabric. If they are to be processed in the washer, the speed of revolution must be altered for each type. Cottons, for example, are run at the higher speeds —from 8 to 10 r.p.m.—while rayons are run at 4 to 6 r.p.m. Wool, because of its inclination toward "felting" or excessive shrinkage, requires special handling. For this fabric, the washer is run at even slower speeds than for rayons and the temperature of the water is reduced. Acetates, says Mr. Illovsky, will not take to flameproofing at all. Rayons require less chemical because they are less absorbent.

Because flameproofing is on the acid side and some colors are acid-sensitive, pretesting is advisable. Some colors tend to change during flameproofing. Bright reds, for example, are inclined to turn blue if care is not taken. When an item contains red colors, the men dip a corner of the fabric into the flameproofing solution and, if the color remains fast, will then proceed further. If the color is not fast to the flameproofing solution, they will not risk going further with it.

After removal from the washer or dip tank, it is important to dry the items immediately. Otherwise, the flameproofing chemical will begin to crystallize and leave a "salting" or white-streaked effect on the surface of the fabric. Everything but woolens is dried in hot 100-pound tumblers

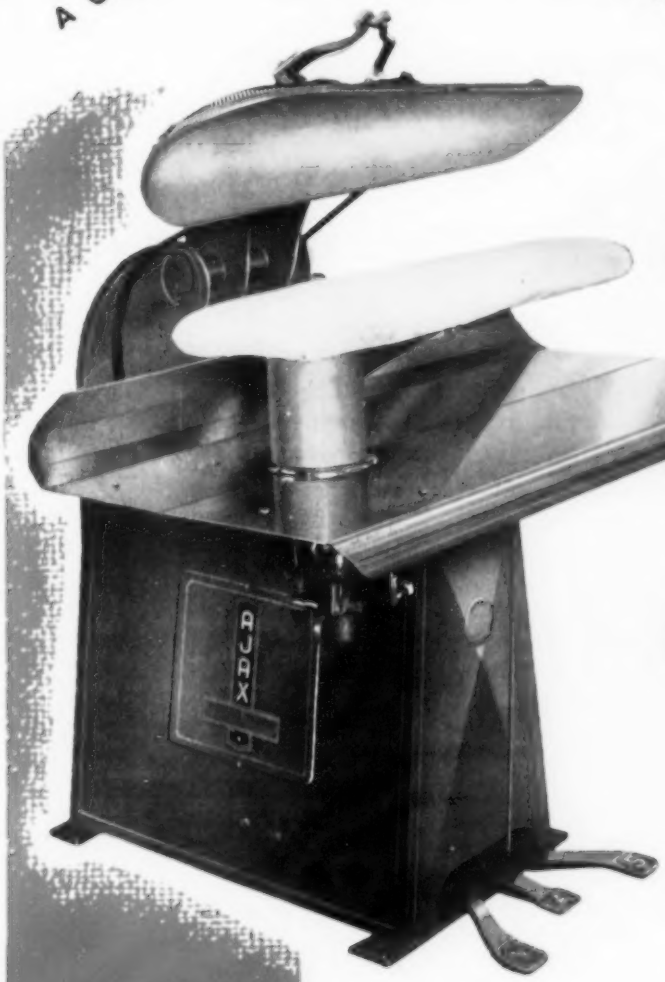
Continued on page 60

THERE'S NO SUBSTITUTE FOR . . .

"designed simplicity"

A GREAT NEW FEATURE OF AJAX AIR OPERATED DRY CLEANING PRESSES

Exclusive, New!



PRESSURE DELIVERY UNIT requires no adjusting mechanism only one moving part.

SENSITIVE PRESSURE any desired pressure immediately for perfect finishing

TABLE LENGTH BAR CONTROL for operation with elbow hand or foot control.

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PATENT PENDING

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Coming in March!

GUIDE TO SALES CONTROL FOR GREATER PROFITS

National Cleaner & Dyer's 1957 Guidebook of the Drycleaning Industry

"How can I . . .

cut customer turnover?
stack up bigger net profit?
protect myself with a better inventory system?
stop pilferage?"

If you're faced with finding the solutions to these and scores of other tough problems, each vital to building business and income, you'll welcome NATIONAL CLEANER & DYER's 1957 Guidebook Issue, coming in March.

For the first time in the industry, NATIONAL's big annual volume—"Guide to Sales Control for Greater Profits"—will give you the simple, scientific methods you need to attract and hold customers . . . organize your systems and procedures to protect yourself against loss . . . train and check on route and store personnel . . . and keep records that tell you today's and tomorrow's profit story at a glance!

In down-to-earth terms, easy to read and apply, with lots of clear working pictures, charts and graphs, here are the chapters that will help you plan and operate a sound sales control program *designed to produce highest net earnings per income dollar:*

I. SALES CONTROL as it applies to your CUSTOMERS

- *how to hold present customers*
- *how to get new customers*
- *how to induce former customers to come back to you*

II. SALES CONTROL as it applies to your SALES FORCE, ROUTES AND STORES

- *how to ensure proper cash turn-ins, eliminate theft*
- *how to set up a tamper-proof inventory system*
- *how to tighten sales slip procedures*
- *how to adapt identification to sound sales control*
- *how sales control improves deliveries and services*

III. SALES CONTROL as it applies to you as MANAGEMENT

- *how to gear simple accounting to sales control*
- *how sales control helps settle claims*
- *how to base advance planning on sales control*

NATIONAL's 1957 Guidebook EXTRA:

PRE-COVERAGE OF THE N. I. D.'s ANNUAL CONVENTION

Program highlights, lists of exhibitors, and a practical floor plan of display booths will be in this feature designed to help you make the most of your time in Atlantic City, March 7 through 10 . . . and in display advertising, you'll find the equipment and supplies manufacturers will be exhibiting and introducing at the show.

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NATIONAL's big 1957 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months.

For example,

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MANUFACTURERS' DIRECTORY —alphabetical listing of manufacturers and their home office addresses . . . FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES

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AND YOUR OPERATING GUIDE —page after page of charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives

and THE GUIDE TO SALES CONTROL FOR GREATER PROFITS!

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was specifically compounded to remove oxidized oils, greases, butter fats, milk, cream and carmelized sugars. Recent tests, however, prove that it is equally effective for the removal of virtually 95% of all stains encountered by drycleaning spotters. Thus it is usually found to be self-sufficient without the application of other spotting chemicals. Simplify your spotting operation, as thousands have done, with the almost exclusive use of this wonderful spotting agent. Order from your jobber today.

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TRU COLOR DYE WORKS, Inc.

24-47 44th St., LONG ISLAND CITY 5, N. Y.

Tru Color PROCESS DYEING

State of New York
City of New York } ss
County of Queens

I, being duly sworn depose and say that I do business at 24-47 44th Street, Astoria, Borough of Queens, City of New York, that the

have been flameproofed on with the approved flameproofing compound by [redacted] Fire Retardant (Calendar No. 822-40 S. M.) and effectiveness is guaranteed for one year from the above date in accordance with the Rules of the Board of Standards and Appeals, Section C19-161.1 of the Administrative Code of the City of New York.

Signed

Sworn to before me this
day of

SWORN STATEMENT that item has been flameproofed and guaranteed effective for one year is sent to customer as required by law in New York City

Continued from page 56

for 30 to 35 minutes. Wool fabrics are hung up to dry in the open air to avoid undue shrinkage. Mr. Illovsky claims that a flameproofing job of this type is good until the next washing or through two to three drycleanings.

He points out, however, that since most flameproofing compounds have an ammonium sulfonate base (in addition to other ingredients), fabrics that have been flameproofed will absorb moisture from the air, generate sulfuric acid and will eventually become "tendered" or decomposed. Flameproofing also imparts a harsh feel to most fabrics.

Tru Color receives most of its flameproofing work in the spring and fall, although it does a quantity of it all year around. Among some of its better customers are numerous public schools in the city that require flameproofing of auditorium and classroom draperies.

The firm charges its cleaner-customers at the rate of 5 cents a square foot on large items, 6 cents a square foot for smaller pieces. These prices are for rough finish. If the customers want a finished, or pressed, job the charge runs to 8 to 10 cents per square foot.

The prices that Tru Color's customers eventually charge their own retail customers vary, but Mr. Illovsky —when asked—will suggest prices ranging from 12 to 14 cents a square foot. The flameproofing chemical used costs about 14 cents a pound.

To comply with a New York City ordinance — particularly as concerns jobs done for commercial establishments and schools—Tru Color supplies copies of a notarized statement to its customers stating that the item in question has been flameproofed with a specified compound and that it will be guaranteed for a period of one year. The customer is required to forward a copy of this statement to the New York City Fire Department. # #

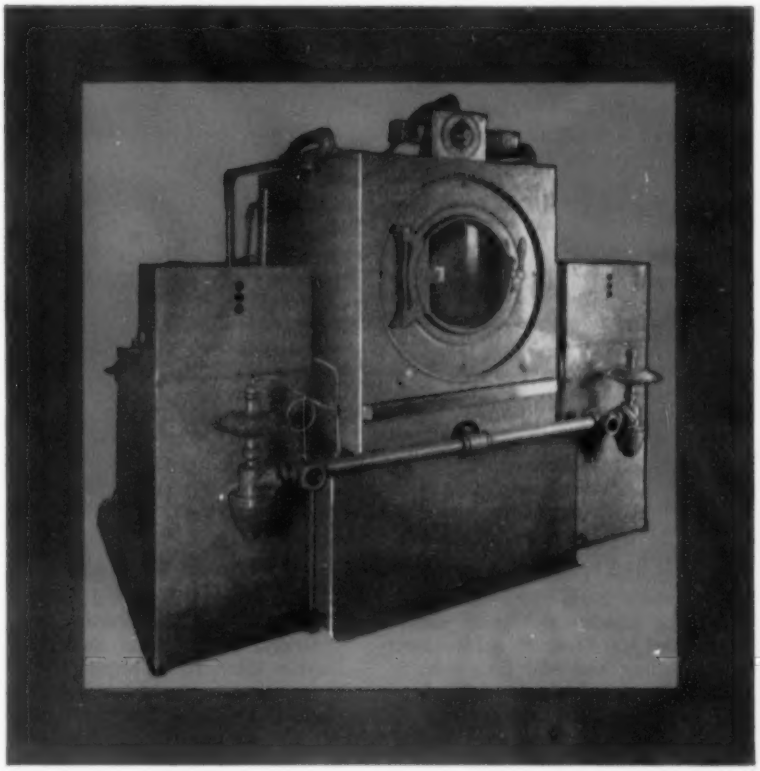
The First Move in Solving your Labor and Production Problems

Install a HAMMOND *Miracle - Matic Drycleaning Washer Extractor Combination.*

Here is the **first** washer-extractor drycleaning combination to really "open the door" to **greater production at lower cost.** Magnificently designed . . . every feature a tremendous asset in solving your labor and cost problems.

Precision automatic controls for perfect formula sequences . . . open pocket type for greater quality work . . . self-balancing for vibration free, trouble free performance. No bolting down required.

A Hammond Drycleaning washer-extractor unit in your plant will place you far ahead of competition in ability to produce faster, better quality . . . at less cost! Get the full story. See your nearest Hammond Distributor or write direct to factory.



The Hammond Miracle-Matic Washer, Extractor Drycleaning unit is a **true two bath** petroleum solvent plant.

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LAUNDRY - CLEANING MACHINERY COMPANY

HAMMOND BUILDING WACO, TEXAS

PLEASE SEND INFORMATION ABOUT THE HAMMOND MIRACLE-MATIC WASHER EXTRACTOR DRYCLEANING PLANT

Name _____

Name of Firm _____

Address _____

City _____ **Zone** _____ **State** _____

N.I.D. NEWS

New Management Graduates: Ten students from seven states and three foreign countries recently completed the four-week course in drycleaning plant management at the National Institute of Drycleaning, Silver Spring, Md.

The graduates of the thirty-eighth management course are, left to right, front row: Mario de Diego, Jr., Gambotti & Perez, Panama City, Panama; Jaime Quiros, "Raval" Dry Cleaning, San Jose, Costa Rica; Carlos Alberto Nouche, Tintoreria Sandoz, Inc., Buenos Aires, Argentina; Walter G. Milan, field technical service representative for NID, from Export, Pa., and C. W. Wear, Frank Wear Cleaners, Yakima, Wash.

Back row: Edward B. Boorstein, Blue Ribbon Laundry, Bethesda, Md.; Curtis W. Eubanks, Charlotte, N. C.; Olin C. Capwell, Superior Cleaning Company, Corry, Pa.; George E. Heizman, Jr., Butler Manufacturing Company, Kansas City, Mo., and Arthur H. Bennett, Jr., New Bedford Steam Dye House, Inc., New Bedford, Mass.

Fourth row: Olin C. Capwell, Superior Cleaning Co., Corry, Pa.; Curtis W. Eubanks, New Bern, N. C.; Jack D. Blanton, Blanton's Laundry, Port Arthur, Tex.; Edward B. Boorstein, Blue Ribbon Laundry, Bethesda, Md.; Richard L. Hinden, Decatur, Ill.; Paul J. Hartlage, Elizabethtown Laundry & Dry Cleaning Co., Elizabethtown, Ky.; Walter G. Milan, Export, Pa., and Robert E. Reichardt, Stickney, Ill.

# #

Blanton Ranks First: Leading a class of 30 students who were graduated from the ninety-fifth general course in drycleaning plant practices at the NID was Jack D. Blanton, manager of Blanton's Laundry, Port Arthur, Tex. The Institute's Alumni Society recognized Mr. Blanton's achievement by awarding him the fifth John P. Gray memorial scholarship to the four-week course in plant management.

Second in the class was Ina M. Myers, Sewanee (Tenn.) Steam Laundry, while Edward B. Boorstein, Blue Ribbon Cleaners, Bethesda, Md., placed third.

Shown above are the graduates. Left to right, front row: Michael B. Lewis, Oriental Laundry & Cleaners, Inc., Corpus Christi, Tex.; David J. Morin, E & R Laundry & Dry Cleaners, Inc., Manchester, N. H.; Boyd S. Berry, Staunton White Way Laundry Corporation, Staunton, Va.; Donald Keith Toy, Spic-N-Span Cleaners, Ford City, Pa.; Ina M. Myers, Sewanee Steam Laundry, Sewanee, Tenn.; Lenora McGrath, Young's Laundry & Cleaners, Pine Bluff, Ark.; Carlos Alberto Nouche, Tintoreria Sandoz, Inc., Buenos Aires, Argentina; H. B. Franklin, Jr., Eagle Dry Cleaners, Nashville, Tenn., and Jack P. Wermeister, Cherokee Laundry & Dry Cleaners, Inc., Louisville, Ky.

Second row: Ewald Stollger, Jr., Dayton, Ohio; James Arthur Doughty, Columbia, S. C.; Albert L. Knoll, Band Box Cleaners, Willmar, Minn.; Harold Azorsky, Washington, D. C.; Kenneth N. Miller, Karp Cleaners, Glenside, Pa., and William Joseph Freeman, Central Cleaners, Inc., Raleigh, N. C.

Third row: Dale Launspach, Dubuque Laundry & Cleaners, Dubuque, Iowa; Robert G. Casey, Jr., Casey's Laundry & Cleaners, Goldsboro, N. C.; Peter C. Lamana, Marshall Field Company, Chicago, Ill.; Barry Alper, Prosperity Cleaners, Inc., Los Angeles, Calif.; Kenneth N. Miller, Karp Cleaners, Glenside, Pa.; Wesley V. Hess, Salisbury, N. C., and Joseph J. Girgenti, Butter's Laundry, Inc., Lawrence, Mass.

Courses Scheduled: The Institute has announced that the next general course classes will run from January 7 through March 29. The course covers such plant procedures as drycleaning, wetcleaning, spotting, finishing and the sciences of chemistry and textiles applicable to the industry.

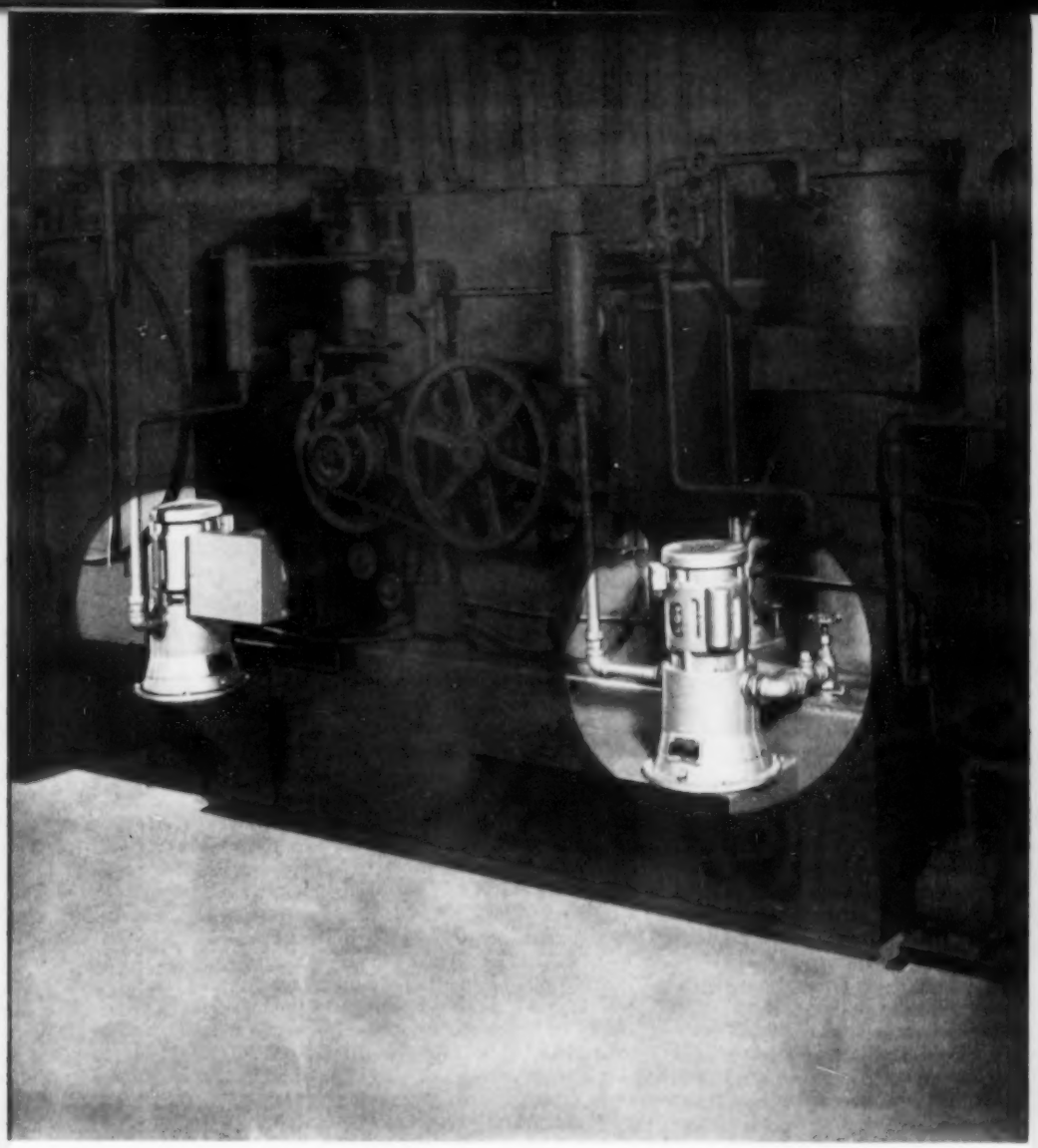
Scheduled for January 7 through February 1, the management course includes supervisory techniques, business administration, effective writing and speaking, plant layout, etc. Classes are limited to 24.

Catalog, application blanks and further information will be supplied by writing the National Institute of Drycleaning, Silver Spring, Md.

# #

New NID Fieldman: Now calling on drycleaners in northeastern Ohio is NID's newest field technical service representative, Walter G. Milan. Mr. Milan recently completed NID's two residence courses: the 12-week 95th General Course and the 4-week 38th Management Course.

A native of Export, Pa., Mr. Milan operated Walt's Cleaning in his home town before joining the NID.



Manitowoc Engineering Corporation standardizes on Marlow Pumps for all of its dry cleaning machines which include 2-bath and single bath Perchlor, 140°F and 105°F systems. The space-saving Marlow vertical pumps on this Model 140F, 2-bath unit provide quiet, *trouble-free* dependable operation in large capacity continuous filtration.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS • MIDLAND PARK, NEW JERSEY

DIVISION OF BELL & GOSSETT COMPANY • *Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas*

ASSOCIATION NOTES

Local Elections: Elections of new officers in four divisions of the Dry Cleaners Institute (**Ontario**) Limited was held this fall. Louis Johnson was voted chairman of the Hamilton Division, Al Levy was named vice-chairman and Al Wright secretary-treasurer. A program planning committee will include these officers plus J. Koskie, H. Fotheringham, C. Vlajkov, S. Cimba and T. Streeker. The Mid-West Division chose J. Whaley as chairman, O. Tank as secretary, and Walter Strauss as treasurer. The new chairman of the Lakeshore Division is J. Puskas. Carl Leslie will serve as secretary-treasurer and executives are A. Siblock, E. J. Hancock and M. Siblock. Bill McMillan has become chairman of the Simcoe Division. Trev Clayton is secretary-treasurer, and members of the executive committee are A. I. Merchant, A. V. Tribble and past-chairman Joe Spiker.

The **West End** (Calif.) Dry Cleaners Association recently chose Ray Loberg of Pomona Quality Cleaners as president. John McCabe of Glendora was elected vice-president and Sally Parker of Ontario secretary-treasurer.

At a recent meeting of the **Evansville** (Ind.) Dry Cleaning Industry, members elected Dean Waitman, a partner in Cardinal Dry Cleaners, as new president. Other officers chosen were William Riess, Columbia Cleaners, vice-president; Jack Breskow, Breskow's Cleaners, treasurer; Catherine Shaw, Artistic Cleaners, secretary.

The new president of Qualified Dry Cleaners Association, **Ft. Worth, Tex.**, is W. Oneal Holden. He succeeds Reub Berry. Other officers are Bill Paxton, vice-president; D. W. Riddle, secretary-treasurer, and Earl W. Jennings, sergeant-at-arms.

# #

Connecticut Associations Merge: The Connecticut State Association of Cleaners & Dyers, Inc., has combined with The Connecticut Launderers & Cleaners Association, Inc., as of October 1, 1956. The new organization will be known as The Connecticut Launderers & Cleaners Association, Inc. Bernard Glasner will serve as executive vice-president, with headquarters at 410 Asylum St., Hartford.

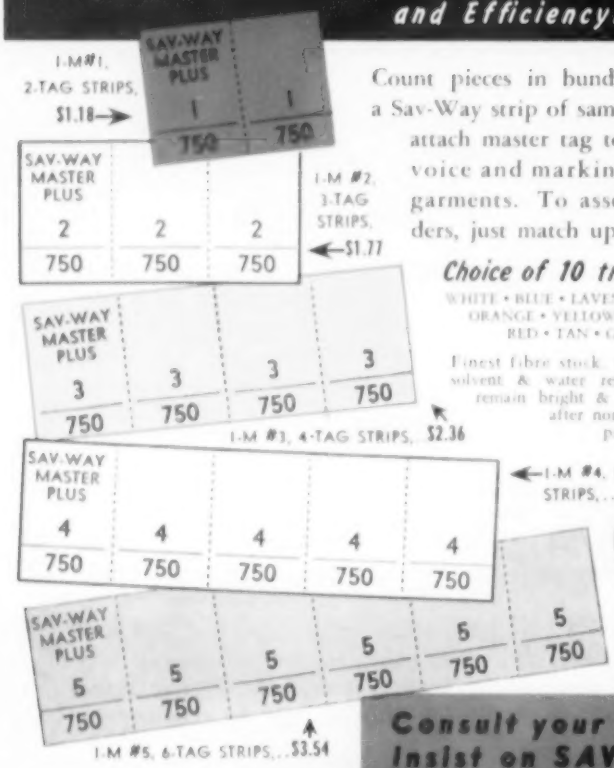
# #

Canadian Management Conference: Plans are under way for the fifth annual management conference to be held by the Dry Cleaners Institute (Ontario) Limited, on February 2 and 3, 1957. Those attending will be divided into small groups (with three sessions during the day), who will discuss drycleaning operations under three different headings: advertising, public relations and modernized call offices; service, selling price and location; sales contests, training sales personnel and hiring store personnel and route salesmen. The complete program will give full details and the registration form will provide space in which those registering can indicate the particular subject or discussions they would like to attend.

SAV-WAY Piece-Count SYSTEM

So Easy to Use! Only 59¢ per 1000 tags

. . . from the PRE-MARKED STRIP-TAG CO., originators of the Pre-marked Strip-Tag System, produced under the same rigid methods that made their Pre-marked Strip-Tags the industry's standard for Quality, Accuracy, Economy, Dependability and Efficiency!



Count pieces in bundle. Select a Sav-Way strip of same number, attach master tag to your invoice and marking tags to garments. To assemble orders, just match up numbers.

Choice of 10 true colors

WHITE • BLUE • LAVENDER • PINK
ORANGE • YELLOW • GREEN
RED • TAN • GREY

Finest fibre stock, special inks; solvent & water resistant. Tags remain bright & easy to read after normal cleaning-processes.

DISPENSERS $2.95 EACH to hold a supply of each tag: #1 to #5 in one color

Consult your jobber Insist on SAV-WAY!

10-Colors Sizes #1 to #5 in each color

PRE-MARKED STRIP-TAG CO.
3232 India St., San Diego 12, Calif.

STOP LINTING WITH NO-LINT!

New, simple spray saves costly hand brushing for only 1½¢ per 100 lbs. of garments!

Get rid of your lint problems *now* . . . with NO-LINT. This amazing new spray eliminates in *minutes* the lint that would ordinarily take *hours* of hand brushing. Best of all you can use NO-LINT on *all* work at very low cost to assure absolute lint control in your plant. Prevents static electric shock when handling work.

MIXED LOADS COME OUT LINT-FREE!

Imagine mixing your loads without worrying about lint! You can do it with NO-LINT . . . and at a cost of *1½ cents per 100 lbs.* Or you can de-lint individual garments that have been cleaned and dried at proportionately low cost.

WORK LOOKS BRIGHTER, CLEANER!

Besides taking away visible lint, NO-LINT eliminates fine lint *dust* that tends to dull even the best-cleaned garment. And for deep-pile work, such as artificial fur, NO-LINT makes the nap stand up with new sparkle and lustre.

EASY TO USE—NO INSTALLATION!

A single 8-oz. bottle of NO-LINT makes a full gallon of lint-banishing solution when mixed with water. You simply spray the solution on the top of extracted work (one ounce takes care of 100 lbs.) in the tumbler before drying and that's all there is to it! Or if dried pieces contain lint, simply spray diluted NO-LINT lightly all over garment and tumble cold.

EVERY DRYCLEANER NEEDS NO-LINT!

Whether you mix or separate your loads . . . whether your lint problems are constant or now-and-then, you will save hundreds of dollars per year with NO-LINT.

Order NO-LINT today and forget about lint!

ONE 8-OZ. BOTTLE TREATS OVER 12000 LBS. OF WORK!

Spix PRODUCTS COMPANY
119 Dahlem Street • Pittsburgh 6, Pa.

Call your regular jobber today! **(or write to Spix)**

ADS LIKE THIS, run over a two-year period, stressed prestige. Price was always mentioned but with that important word "minimum"

"The Best Is the Cheapest"-so say

quality-minded customers. Here's how one cleaner approached and solved the problem

By ART SCHUELKE

IT TOOK COURAGE, and almost all the resources of Max Glickman, owner of Bancroft Cleaners in Brookline, Massachusetts, to prove to himself that there is a demand for high-quality cleaning. How he put over premium cleaning in his market should prove inspirational and educational for other cleaners contemplating a similar move.

The plant was founded some 30 years ago. For most of that time its prices and quality were on a par with those of average plants in the Boston area. According to Max, when World War II ended his prices and those of his competition ranged around $1 base. Many of his fellow cleaners were either holding to that price or even shaving it. And the competition was keen.

Max decided that if you can't beat them, leave them. He raised his prices to $1.25, with additional increases bringing prices up to his present base of $1.50. But he still wasn't satisfied, even though his volume . . . and profit . . . held up.

About three years ago Mr. Glickman felt the time ripe to try an idea a step beyond what he had already done. He was sure in his mind that his market was looking for really premium cleaning, at appropriate prices. First, he wanted to be certain that the quality of the work would merit the extra cost. Second, he knew he needed a good name for the premium work, properly merchandised. The name should be readily identifiable with the type of work.

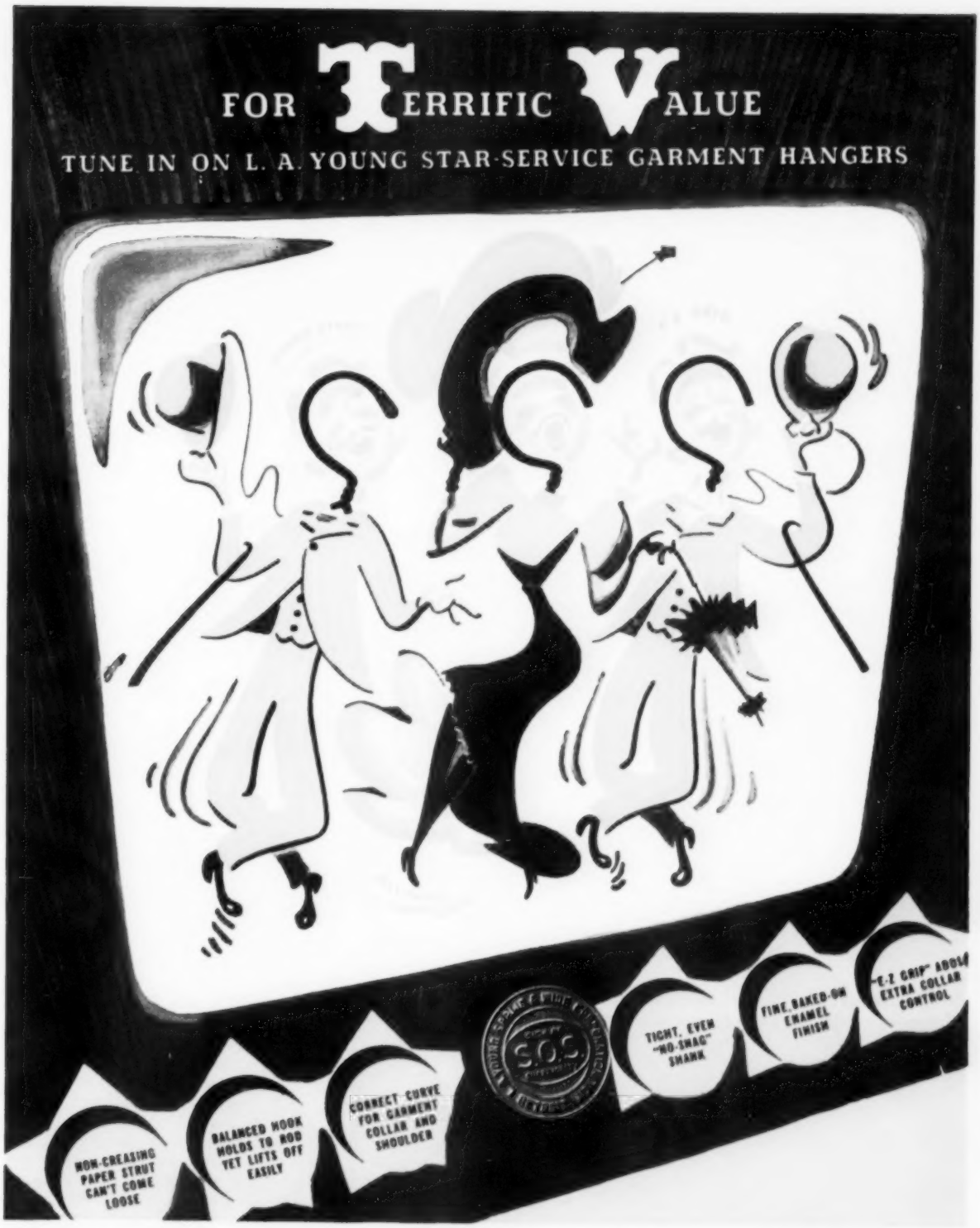
He quietly went to work selecting the best people in his production crew. These he gave extra personal training, with particular emphasis on finishing and minor repairs. Max was an old-time tailor and knew exactly what a top job should look like. While minor repairs are important even on regular cleaning, they become even more vital on premium cleaning. While the training progressed, he formulated his ideas for a name for the service, what would be required in the way of packaging, and finally what to do about merchandising the fine cleaning.

Merchandising Aids Advertising

The name he selected was "Gold Crest." To launch the campaign, he hired the professional services of an advertising consultant. The program involved many costs aside from the actual advertising. Bancroft Cleaners bought three new route trucks. The two call offices, as well as the main plant office, were repainted. Separate departments were set up in the finishing room to handle Gold Crest work.

The advertising campaign was kicked off with a special dinner party for the sales crew. All facets of the program and the processing methods were explained so the salespeople could sell the product intelligently.

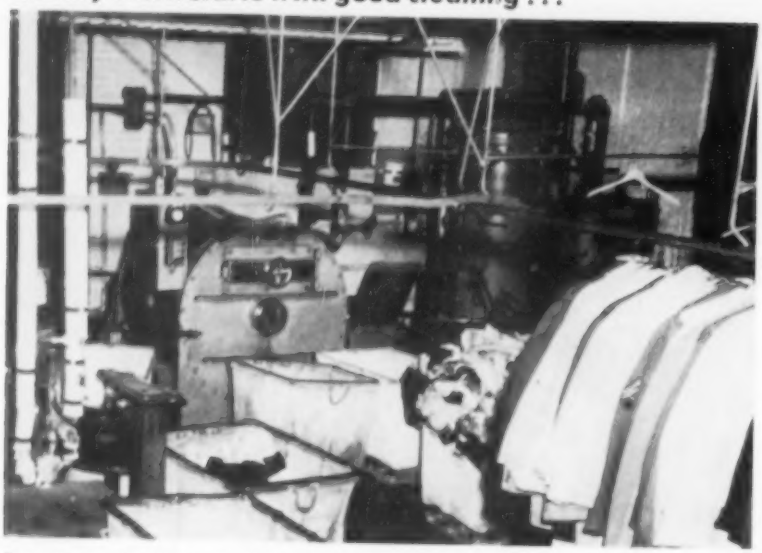
New packaging methods were explained. Special bags were ordered for this service, bearing a distinctive Gold Crest seal. All garments, men's and ladies' alike, were to have tissue paper stuffed into the sleeves. Sweat-



STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED MATTRESS COMPANY, LEASIDE, ONTARIO

Quality work starts with good cleaning . . .



Garments are classified and weighed. New automatic equipment has eased work load in cleaning department

Owner personally selected and trained finishers . . .

Before service was launched, Max Glickman trained crew. Here he demonstrates new drapery press to operator

All garments are examined and prespotted . . .

Before cleaning, all garments to be processed under premium service get special attention

ers were to have tissue wrapping, and be boxed.

The crew was told that each and every garment on Gold Seal service would be pre-measured. Everything would be examined before cleaning for unusual stains. Extra care would be exerted in the spotting department after cleaning.

Sizing played an important part in the processing. The plant uses three types of sizing. Taffetas and similar materials are given a spray sizing. Other special fabrics are dipped in a separate sizing tank. Regular garments on the Gold Crest process may be sized right in the washwheel in Bancroft's petroleum cleaning plant.

The sales force was apprised of the fact that this special service would be exactly double the cost of regular cleaning. Most of it starts at around $3.50 and this price applies to only the plainest of garments.

In addition to the plant changes and the new trucks, about $10,000 was set aside for advertising the first year. The bulk of this went for newspaper ads. Some of the money was spent for weekly space in the rotogravure section of the Boston *Herald*. Other space was purchased in the *Christian Science Monitor* and the Brookline *Chronicle*.

The ads averaged 4 by 6 inches in size and emphasized prestige. Price was mentioned, but stressed the *minimum*. For example, the headline on a sweater ad may say "Precious!" and go on to talk about the luxury of cashmere sweaters. At the bottom a single line states, "Minimum $1.75."

In addition to the extensive newspaper campaign, other funds were spent on direct mail. This included elaborate folders and typewritten letters.

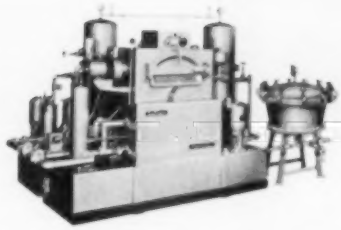
The results of the program were anything but startling. The first year brought in $15,000 at a cost of $10,000. It was a losing proposition. But Max Glickman didn't lose faith in his idea, although it was shaken.

He gritted his teeth and kept up the campaign through the second year. The same newspaper and direct-mail program was followed. As Max puts it, "Anyone considering a similar program must be prepared to go into it 1000 percent, not 100 percent. They must also understand that it takes a few years for the idea to take hold."

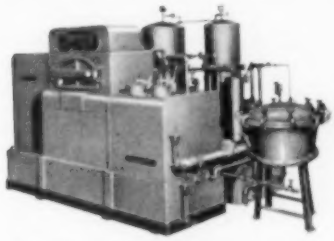
Mr. Glickman also stresses the fact that there must be something in the package; that advertising alone will never sell premium service. That Bancroft is "putting something in the package" is borne out by the fact that Gold Crest service now makes up nearly 40 percent of the plant volume. The only reason it isn't more is

DETREX EQUIPMENT

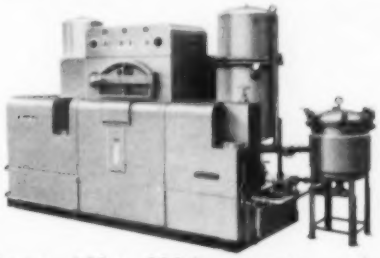
has built-in expansion features



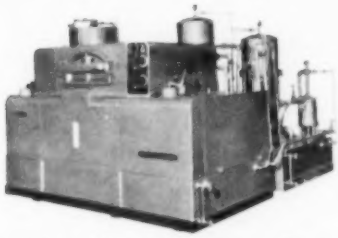
Coronet—60 to 80 lbs. capacity per hour.



Monarch—90 to 100 lbs. capacity per hour.



Diplomat—150 to 200 lbs. capacity per hour.



Ambassador—Over 250 lbs. capacity per hour.

Synth-O-Saver—Recovers the maximum amount of solvent from every garment after cleaning . . . more dollars of profit. Gentle tumbling action leaves clothes free of perc odor, dry, wrinkle-free and in better condition for fast finishing.

AUTOMATIC QUALITY CONTROL

When you expand you want equipment that gives highest quality cleaning with absolute minimum labor and supervision. You get that with Detrex. Push-button automatic operation provides you with fool-proof automatic cleaning and Detrex's remarkable cleaning quality makes pass-ups almost 100% of your volume.

TROUBLE-FREE OPERATION

With Detrex equipment in your new plant, you'll never have to worry about downtime. Detrex drycleaning equipment has "battleship", vibration-free construction. Never any maintenance worries. It's built to put out volume cleaning year-in and year-out.

FLEXIBILITY IN INSTALLATION

Because the Detrex Process is divided into two units, one for cleaning and one for recovery, you have greater flexibility in installation. The two compact units, requiring minimum floor space, can be arranged in any manner that best suits your space and working conditions.

FLEXIBILITY IN OPERATION

Detrex drycleaning machines are adaptable to any type of operation . . . whatever your preference. You can have either a standard unit or two-bath operation; soap-to-each-load or no rinse charge.

FLEXIBILITY IN CAPACITY

With Detrex you can select the drycleaning machine that is exactly the right size for your operation . . . cleaning volume ranging from 60 to well over 250 pounds per hour.

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

LITHO U.S.A.

DETREX CHEMICAL INDUSTRIES, INC.
Dept. A-70
Box 501, Detroit 32, Michigan

- Send me complete information on the Detrex Process and how it will increase my profits.
- Tell me how Detrex can assist me in EXPANDING.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

EXPAND

1957

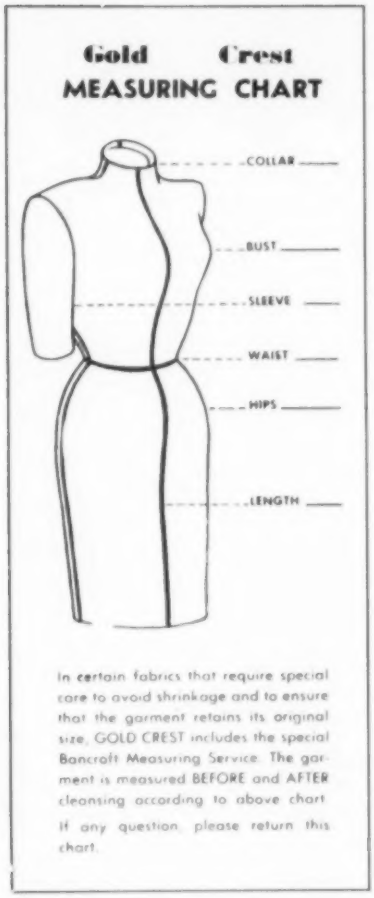
...the time is NOW

Big new markets are awaiting the drycleaners in 1957. In every city and town new residential areas are springing up as America enjoys a continued building boom. Each of these areas represents a new market, a new choice location. Most important, these new locations consistently represent more cleaning volume per-capita . . . a proven fact in hundreds of cases.

You who have the experience, who have the established credit, can capitalize on these new markets safely, and with a minimum cash outlay.

Look around you. Are you going to pocket the profit from these new choice locations, or is someone else? NOW is the time for YOU to expand!

The equipment is . . . DETREX



MEASURING OF EACH and every garment is included in Gold Crest service. Special tag shown above follows garment through plant. No detail is overlooked. Front and back shown

because of lack of productive space, plus the absence of enough trucks. He could use two more routes immediately, and expects to add at least one of these in the spring.

Regular work volume has increased, too, as a result of the prestige that has been established for the plant. In addition, many of the fine stores and clothing shops in the Boston market recommend Mr. Glickman's plant to their customers for fine cleaning. They want him to take care of their own shopworn or damaged garments.

The present plant can hardly handle any more than the 6,000 pounds average produced now, although peak weeks will run as high as 10,000 pounds. A recent installation of new equipment in the cleaning room has eliminated a terrific bottleneck in that department. Previously four men worked at cleaning and spotting and it took better than 60 hours a week for each to keep up with the work. Now, two men handle the new washer-extractor equipment and do the spotting, as well. This is accomplished in 44 hours for each employee. This includes the careful pre-examining on Gold Crest work, plus handling the wetcleaning.

This special attention is the essence of the premium service. All Gold Crest work is marked in, examined and measured by Max Glickman himself. A tag with measurements is matched up with the garment after spotting. This tag also contains information concerning buttons, shoulder pads and other items pertinent to the garment.

Many fancy dresses have fragile decorations that are not removable. Such ornamentation is covered with cotton or even flannel before cleaning. After all garments are cleaned and spotted, they then go to the tailoring department which employs three people. After this either the Gold Crest wool presser or one of three special silk finishers does the finishing.

Finishing of regular work is done by still another crew consisting of three wool pressers and three silk finishers. Inspection of both regular and Gold Crest work is done by a single inspector. The premium work is checked with a finetooth comb, however, to make certain it's right. Then, too, Mr. Glickman personally checks or rechecks most Gold Crest orders.

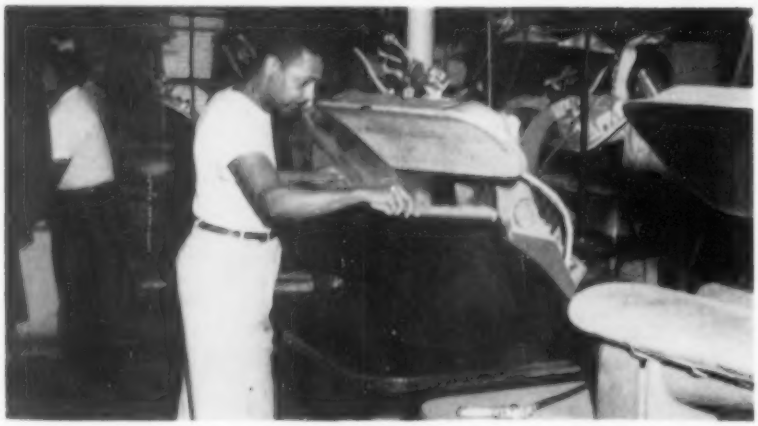
Special finishing techniques include hand pressing of all linings. Trouser waistbands and pockets are pressed. Bottom steam and a brush are used on wools. Little head pressure and top steam are used.

Wool pile coats are carded, as are sweaters. In the silk department work is hand-finished in the main. Puff irons and a sleever are the only supplementary equipment to steam boards and steam irons. The finishers also have measuring devices to check for garment size against the tag that accompanies the garment.

Sleeves are rolled on men's suit coats. All seams are pressed flat. Every hem, button and other trim items are checked to make sure the garment is completely wearable as it is removed from the bag. Of course, the work is

"Thank you, sir . . . and come back again."

No double standard on quality . . .



Presser in foreground works exclusively on premium-service woolens

Hand finishing is emphasized in silk department . . .

Note measuring device behind operator. Each garment is checked for size

Gold Crest garments have tissue stuffed in sleeves . . .

Nice packaging touch also helps retain finishing quality

all guaranteed. It is mandatory to make sure everything has been handled as well as is humanly possible.

All these steps take extra time if they are to be done right. There are no piecework rates in the plant. Everyone is on an hourly basis to avoid the tendency to rush a job or gloss over what might seem a minor detail.

Because of the wonderful acceptance for this type of service, the plant is handling all it can, as previously stated. It is necessary to expand and this is planned for in the very near future. An extra story is to be added to the present building. It will add some 2,800 square feet of space that will be devoted entirely to finishing, sewing and inspection.

Increase Demands Changes

As is always the case in a progressive operation, such changes are constantly occurring. There have been five changes in workflow in the plant since the war. During that time volume has doubled, so that the changes hardly keep pace with volume demands.

The cleaning and spotting are done in the basement now. This area also includes the household finishing department. This, too, has grown since Gold Crest has taken root. The premium service is available on household items, also.

Because of the present production limitations, Mr. Glickman has tapered off his advertising program. But he still uses the newspapers on a reduced schedule. Word-of-mouth advertising by his growing customer list helps, but he doesn't rely on that completely. Once his plant is equipped to handle more volume, you can be sure he will merchandise aggressively.

As Mr. Glickman puts it, he has taken himself out of a very competitive business, since there are so few plants catering to really high quality cleaning. It has had many benefits, in addition to the big volume increases mentioned. He is sure of a decent profit on what he produces. His prices automatically eliminate "junk" garments, and what he does handle processes easier.

His service appeals to the upper-income groups, who are more stable customers. They are not likely to shop around to save a few pennies. He has over 1,000 charge account customers. Their purchases represent about 40 percent of his volume.

In spite of the slow beginning, and heavy costs, Mr. Glickman has vindicated his judgment that there is an important market available to cleaners. There *is* a significant group of consumers to whom "the best is the cheapest." # #

Now . . . most power of the low-priced 3

New DODGE *PowerGiants*

1957 line-up gives you up to 232 hp.

Dodge tops the low-priced field in V-8 power by a big margin—actually delivers as much as *31% more!* This *extra* power in reserve saves engine strain . . . wear . . . excessive repairs. What's more, Dodge V-8's use *regular* gas, help keep your cost per ton-mile *down!*

Extra payload capacity. You can haul more—up to 73% more in the 300 model pick-up, for example.

Extra handling ease. Exclusive push-button automatic transmission*! Sharpest turning and easiest steering in the industry!

See the new *Power Giant* line-up now at your Dodge dealer's. You'll see features that prove it pays to get your Dodge dealer's deal before you decide on *any* truck.

**Available on all low-tonnage and Forward-Control models.*

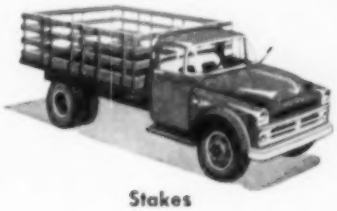
DODGE meets your hauling needs!

Conv. Models	Max. G.V.W.	Max. G.C.W.	Max. V-8 HP.
100	5,100 lbs.	—	204
200	7,500 lbs.	—	204
300	8,800 lbs.	—	204
400	15,000 lbs.	26,000 lbs.	197
500	18,000 lbs.	32,000 lbs.	197
600	21,000 lbs.	35,000 lbs.	197
700	23,000 lbs.	45,000 lbs.	216
800	25,000 lbs.	55,000 lbs.	222
900	30,000 lbs.	65,000 lbs.	232
Forward-Control Models			
P300	9,000 lbs.	—	204
P500	15,000 lbs.	—	204
C.O.E. Models			
C500	18,000 lbs.	32,000 lbs.	197
C600	21,000 lbs.	35,000 lbs.	197
C700	22,500 lbs.	45,000 lbs.	216
Tandem Models			
T700	32,000 lbs.	45,000 lbs.	216
T800	36,000 lbs.	55,000 lbs.	222
T900	46,000 lbs.	65,000 lbs.	232

DODGE TRUCKS

WITH THE *FORWARD* LOOK

Pick-ups



Stakes

Tractors

SPECIAL AWARD to California Drycleaners Association from United States Olympic Association is received by Garnet Bryan, at left, on behalf of cleaners. Making presentation is H. Jamison Swartz, member of the executive board of the Olympic team

Patriotic Cleaners Aid Olympic Team

California Association heads up $10,000 cleaning promotion for U. S. athletes as goodwill gesture

By LOU BELLEW

IN AN UNPRECEDENTED move the California Drycleaners Association made a direct contribution of nearly $10,000 in services to the 1956 United States Olympic Team. The goodwill gesture was made as the 500 athletes and officials prepared to depart from the Los Angeles staging area for Australia.

For the first time in the history of the Olympic games, leading American clothing manufacturers provided all Olympic team members with complete wardrobes, including both uniforms and leisure wear, upon their arrival in Los Angeles. This created a problem for the athletes in the matter of arranging to ship home the clothing they possessed at the time of their arrival in sunny California.

Members of the California Drycleaners Association, anxious to contribute to the United States Olympic effort, felt it would be a fine gesture toward the peace of mind of the athletes, as well as a very effective bit of public relations work, to arrange for the free drycleaning, laundering and shipping home of all personal garments of the team members. All this to be worked out so there would be no charge to either the team members or the Olympic Committee.

The first move of the Association was to set up a Drycleaners Olympic Committee with Garnet Bryan of nearby Pasadena as chairman. Official permission was obtained from the United States Olympic Association and final details were worked out to the satisfaction of all concerned.

Postage loomed as a major factor since it would total close to $1,000. Proper packaging for shipment was seen as a big problem that the drycleaners were poorly equipped to handle.

As the program gained momentum other organizations volunteered aid. As a result the Kiwanis Club of Vernon, California, assumed responsibility for the postage charges and four of the leading clothing stores in Los Angeles joined in to take over the task of properly packaging the garments for mailing to the Olympians' homes.

The mechanics of the actual handling and processing of the garments were carefully worked out by various committees made up of member drycleaners in the Los Angeles vicinity. A master plan was drawn up to show how much of the work could be handled by each of the plants in the area in addition to their regular work loads. Certain trucks were selected for distributing the garments to these plants, and a large room for receiving the bundles was made ready at the Alexandria Hotel (the official Olympic headquarters), and properly staffed.

For three days, starting November 5, from six o'clock in the morning until late afternoon bundles were received from the departing athletes at the Alexandria Hotel in a regular over-the-counter manner. After all garments had been checked into the room, four trucks provided by Association members picked them up at this point and distributed them to participating plants.

Hundreds of garments were handled. The total cost of processing, had it been done for normal charges, would have been in the neighborhood of $10,000, according to conservative estimate. Included among the items received for drycleaning and laundering were ladies' lingerie, overcoats, leather jackets, fur coats, suits, dresses and sweaters. Noncleanable items, including shoes and even a pair of boxing gloves, were all included in the free service made possible by the California Drycleaners Association as its contribution to the 1956 United States Olympic Team.

So many members of the California Drycleaners Association contributed to the success of this unique project that it is impossible to list each individual and give proper praise for a job well done. This was strictly a cooperative effort by Association members. It was conducted with the hope that every drycleaner in the state of California might gain added prestige in his community through such a very thoughtful, and very timely, contribution to the convenience and wellbeing of our nation's finest athletes. # #

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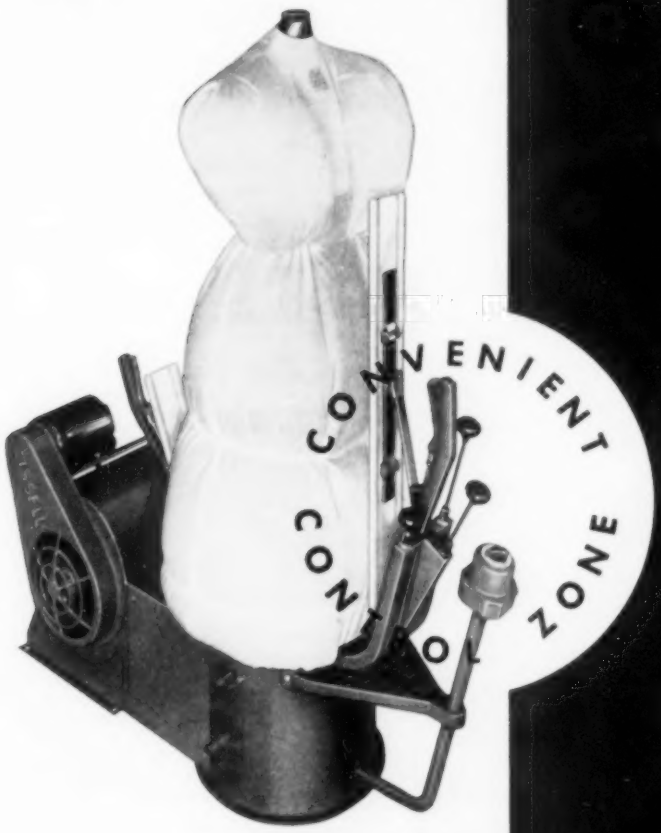

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Index to 1956 Articles In The National Cleaner & Dyer

Page

ACCOUNTING

Federal Tax Revision Benefits New-Truck Owners — March 85
How Charge Accounts Build Volume — October 96
How To Analyze Route Profits or Losses — March 87
Social Security Obligation — March 23
Tax Return Is Only the Beginning — February 83

ADVERTISING (See "Sales Promotion")

AIR CONDITIONING (See "Ventilation")

ALTERATIONS (See "Repairs")

ASSEMBLY (See "Marking and Assembly")

CLAIMS

Claims Advice — September 16

CLASSIFICATION

Better Mousetrap Idea Booms Cleaning Sales — November 85

CONSTRUCTION

Do-It-Yourself Creates Dream Plant — October 38
Drive-In Increases Volume 300% — January 64
Dynamic Changes Spark Sales in Old Plant — July 38
Experiment Backs Up Expansion Program — November 38
Long Struggle Rewarded by Quick Profit — June 54
Low-Cost Modern Front Gives New Look — November 22
Parking Space Boosts Volume — November 82
Paving Adds $300 to Volume — January 22
Plant Boasts Unusual Features — January 56
Population Growth Dictates Plant Relocation — November 90
Retirement Plan . . . Built Right Into the Drycleaning Plant — November 78
Routes Provide Springboard to New Plant Operation — September 82
To Redesign Plant — January 10

CONSUMER EDUCATION

Aspirin Proves Point — January 22
Quality Warning — February 84
Rug Cleaning Film — November 16
Selling With Samples — March 56
Silent Salesman — January 22

CURB SERVICE

Drive-In Gives Service in Seconds — June 80
Preplanning Location Insures Success of New Drive-In Branch — June 46
Window Service Boost Drive-In Volume — June 22

Page

CUSTOMER CONTROL

How Conveyors Aid Storage, Truck Loading — March 94
How a Plant Develops Routes — April 58
Return of Old Management Revitalizes Prestige Plant — June 60
Visible Filing System Aids Call-Office Efficiency — October 110

CUSTOMER RELATIONS

Ansley Humor Builds Volume — December 22
Better Mousetrap Idea Booms Cleaning Sales — November 86
Building Goodwill — May 70
Cash-Payment Discount Cards Build Business — October 26
Challenge — January 34
Customers Like Free Button Dispenser — September 24
Drive-In Gives Service in Seconds — June 80
How a Plant Develops Routes — April 58
How Charge Accounts Build Volume — October 96
Plant Tends Knitting — May 21
Preplanning Location Insures Success of New Drive-In Branch — June 46
Return of Old Management Revitalizes Prestige Plant — June 60
Sisters Hit Paydirt in Texas — May 39
Window Service Boosts Drive-In Volume — June 22
Your Customers Are Crying for Route Service — March 68

DELIVERY AND DISTRIBUTION (See "Route Salesmen")

DE LUXE CLEANING

Better Mousetrap Idea Booms Cleaning Sales — November 86
Necktie Cleaning Builds Reputation, Increases Profits — February 40
Shirtboards for Sleeves — June 28
Sisters Hit Paydirt in Texas — May 39

DIRECT MAIL

Experiment Backs Up Expansion Program — November 38
Launch It Like a Battleship — September 66
Make Easter Your Biggest Promotion — February 64

DISPLAY

Better Mousetrap Idea Booms Cleaning Sales — November 86
Book Sign Is Read — July 22
Cartoons Liven Call Office — December 22
Department-Store Merchandising Idea Sells Cleaning — June 22
Drive-In Increases Volume 300% — January 64
Eye Appeal Draws Pedestrian Traffic — October 26
Eye-Appealing Windows Draw New Customers — September 100

Page

Humorous Sales Message — October 26
Is Mothproofing Profitable? — April 66
Lots of Light for Bundle-Drop Patrons — December 22
Make Easter Your Biggest Promotion — February 64
Moths Picket Drycleaner — April 24
Mrs. Atkin Is Batting 3 Out of 21 — May 21
Necktie Cleaning Builds Reputation, Increases Profits — February 40
Pegboard Serves Threefold Purpose — March 22
Plant Boasts Unusual Features — January 56
Plant-Tour Signs — March 36
Recessed Window Promotes Seasonal Business — November 22
Sweater Bar Builds Sales — November 22
Two-Bottle Display Promotes Two-Bath Cleaning — September 24
Your Magazine Subscription Can Pay Extra Dividends — June 70

DRIVE-INS

Decentralization Program Helps Combination Plant — September 46
Drive-In Gives Service in Seconds — June 80
Drive-In Increases Volume 300% — January 64
Experiment Backs Up Expansion Program — November 38
Long Struggle Rewarded by Quick Profit — June 54
Management Keeps a Watchful Eye on the Branch Plant — September 56
Parking Space Boosts Volume — November 82
Path Blazed for Your Future Profits — October 102
Plant Boasts Unusual Features — January 56
Plant Within a Plant Solves a Knotty Problem — April 52
Population Growth Dictates Plant Relocation — November 90
Portable Truck for "Wrong Side" Drive-In — August 20
Preplanning Location Insures Success of New Drive-In Branch — June 46
Sign-Topped Pylon Guide to Drive-In Traffic — December 22
Window Service Boosts Drive-In Volume — June 22

DRYCLEANING

Are Wrinkles Slowing Your Finishing Department? — May 52
Capacities of Drycleaning Extractors — March 106
Capacities of Drycleaning Tumblers — March 106
Capacities of Drycleaning Washers — March 106
The Charged System — March 100
Charged-System Roundup — December 36
Contributions of NID to Charged-System Research — December 80
Drycleaning Solvents — March 101
Fabric Facts—Part I How To Identify, Clean, Spot and Finish Cottons — May 32
Fabric Facts—Part II How To Identify, Clean, Spot and Finish Wools — June 36
Fabric Facts—Part III How To Identify, Clean, Spot and Finish Linens — July 58
Fabric Facts—Part IV How To Identify, Clean, Spot and Finish Silks — August 55
Fabric Facts—Part V How To Identify, Clean, Spot and Finish Acetates — September 90
Fabric Facts—Part VI Orlon-Dynel Pile Fabrics — October 66

Continued on page 78

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Consult Your Jobber

Continued from page 76

		Page
Fabric Facts—Part VII How To Identify, Clean, Spot and Finish Rayons	November	56
Kilowatt Hours To Run Extractors	March	106
Origin of Drycleaning	July	110
Perc Saving Pointers	March	103
Petroleum Solvents	March	102
Practical Training Tips	May	74
Pumps for Filter Circulation	March	106
Reclaiming Machine Cuts Synthetic Solvent Costs	September	86
Refrigerated Solvent Smooths Production Wrinkles	April	73
Solvent Filtration	March	104
Solvent Tank in Garage	July	28
Solvent Tests	March	103
Synthetic Solvent Cost Pointers	March	103
Timely Problem	February	10
Use and Characteristics of Sweeteners	March	105
Use of Activated Carbon	March	105

DYEING

Dyeing Fur Fabrics	October	140
There's Profit in Good Dyework	August	48

EMPLOYEE RELATIONS AND PERSONNEL

Aptitude Tests	October	16
Better Mousetrap Idea Booms Cleaning Sales	November	86
"Coffee Break" Accident	December	32
Compensation Point	November	71
Dynamic Changes Spark Sales in Old Plant	July	38
Employer Restrains Employee Competition	April	97
Employer Unfairness	February	37
Engineered Layout, Incentives Reduce Waste	July	46
Hilton Gives Employees Group Insurance	November	15
How a Plant Develops Routes	April	58
How Would You Like a 500% Volume Increase?	August	38
Management Keeps a Watchful Eye on the Branch Plant	September	56
Mass Production Methods Work in Mass Market	October	114
Modern Facilities for Employees	November	15
Noncompetitive Agreement	May	90
Path Blazed for Your Future Profits	October	102
Planned Vacation Schedule Aids Morale	June	84
Population Growth Dictates Plant Relocation	November	90
Practical Training Tips	May	74
Public Relations Solves Problems	May	59
Return of Old Management Revitalizes Prestige Plant	June	60
Route Splitting: Good or Bad?	March	82
Selection, Training and Motivation of Route Salesmen	March	70
Sport Suits for Carhops	March	36
Tips on Retirement	August	16
Training Eases Production Problems	May	66
Wage Incentives	March	121

ENGINEERING (See "Maintenance")

Are Temperature-Relief Valves Necessary?	August	72
Are You Meeting Piping's Hidden Toll?	October	82
Belt and Pulley Calculations	March	132
Boiler Efficiency	March	125
Boiler Heat Balances	March	128
Capacities of Tanks	March	132
Charged-System Roundup	December	36
Coal and Oil Costs Compared	March	127
Computing Oil Consumption When Coal Consumption Is Known	March	129
Computing Tank and Jar Capacities	March	132
Diesel Fuel Consumption	March	126
Efficiency Table Based on Evaporation	March	130
Flexible Metal Hose	March	131
Gallons of Water To Feed Boilers	March	128
How To Improve Compressor Performance	February	50
Losses From Boiler Scale	March	128
Non-Reducing Valve	November	130
Proportions Between Feed Pipes and Main Line	March	130
Refrigerated Solvent Smooths Production Wrinkles	April	73
Sizes for Boiler Combustion Chambers	March	128
Steam Cost Chart	March	128
Steam Temperatures at Various Pressures	March	126
Trap Capacities	March	131
Weight of Oils and Solvents	March	126
What You Should Know About Steam Trap Ratings	May	80

FABRICS

Advertising Textile Fibers	June	16
Antistatic Finish	February	16
Burning Tests for Natural Fibers	March	114
End-Use Standards	May	16
Fabric Facts—Part I How To Identify, Clean, Spot and Finish Cottons	May	32
Fabric Facts—Part II How To Identify, Clean, Spot and Finish Wools	June	36
Fabric Facts—Part III How To Identify, Clean, Spot and Finish Linens	July	58
Fabric Facts—Part IV How To Identify, Clean, Spot and Finish Silks	August	55
Fabric Facts—Part V How To Identify, Clean, Spot and Finish Acetates	September	90
Fabric Facts—Part VI Orlon-Dynel Pile Fabrics	October	66
Fabric Facts—Part VII How To Identify, Clean, Spot and Finish Rayons	November	56
Man in Gray Paper Suit	August	28
Misleading Fabric Advertising	August	16
New Styles, Old Problems	October	80
Orlon-Dynel Warning	December	16
Synthetic Furs	May	30
Table of Synthetic Fibers	March	114
Textile Standards Get Boost	September	16

FILTRATION

Are Wrinkles Slowing Your Finishing Department?	May	52
The Charged System	March	100
Charged-System Roundup	December	36
Refrigerated Solvent Smooths Production Wrinkles	April	73
Solvent Filtration	March	104

FINISHING

Are Wrinkles Slowing Your Finishing Department?	May	52
Better Mousetrap Idea Booms Cleaning Sales	November	86
Double Finishing Boosts Household Volume	April	90
Dynamic Changes Spark Sales in Old Plant	July	38
Engineered Layout, Incentives Reduce Waste	July	46
Fabric Facts—Part I How To Identify, Clean, Spot and Finish Cottons	May	32
Fabric Facts—Part II How To Identify, Clean, Spot and Finish Wools	June	36
Fabric Facts—Part III How To Identify, Clean, Spot and Finish Linens	July	58
Fabric Facts—Part IV How To Identify, Clean, Spot and Finish Silks	August	55
Fabric Facts—Part V How To Identify, Clean, Spot and Finish Acetates	September	90
Fabric Facts—Part VI Orlon-Dynel Fabrics	October	66
Fabric Facts—Part VII How To Identify, Clean, Spot and Finish Rayons	November	56
New Styles, Old Problems	October	80
Novel Shoulder-Puff Setup	November	26
Plant Tends Knitting	May	21
Practical Training Tips	May	74
Recommended Finishing Ranges	March	115
Sisters Hit Paydirt in Texas	May	39
Steam-Line Sizes	March	115
Training Eases Production Problems	May	66

FURS (See "Storage")

Fur Cleaning Classification	March	116
Fur Conditioning	March	116
Glazing Chart	March	116
Slick Up the Mink!	May	78

GADGETS

Bell on Shirt Unit	October	30
Belt Hanger Eliminates Losses	February	30
Control Panel Helps Phone Operators	May	26
Electronics Aid Route Salesmen	September	30
"Ferris Wheel" Stores Tags	September	30
Heavy-Duty Bag Rack	February	32
Homemade Merry-Go-Round Saves Steps	May	26
Plant-Made Shirt Bins Facilitate Sorting	February	30
Platform for Shorties Helps Finishers	February	30
Pneumatic Chute Doors	March	46
Steel Strapping Aids Shirt Storage	October	30
Suspended Ring Saves Space	December	26
Unusual Bait	October	30

HOUSEHOLD

Double Finishing Boosts Household Volume	April	90
Getting A-head on Clean Pillows	June	76
Law Stops Truck But Not Pillow Sales	August	50
Old Plant Grows by Using New Ideas	October	74

INCENTIVES

Engineered Layout, Incentives Reduce Waste	July	46
Experiment Backs Up Expansion Program	November	38
How Would You Like a 500% Volume Increase?	August	38
Old Plant Grows by Using New Ideas	October	74
Plant Relocation Stimulates Old Business	September	36
Poker Chips No Gamble Here	October	30
Selection, Training and Motivation of Route Salesmen	March	70
Wage Incentives	March	121

INSPECTION

Better Mousetrap Idea Booms Cleaning Sales	November	86
Can Pre-Assembly Help You?	February	44

Continued on page 80

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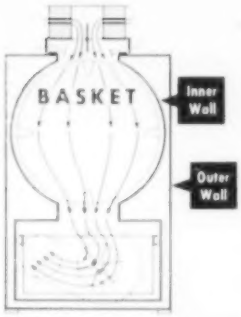

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Consult Your Jobber

Continued from page 78

		Page
Go-Back Racks	March	47
It Takes Right Light	March	36
Let's Take Another Look at Shirts	November	40
A Path Blazed for Your Future Profits	October	102
Sisters Hit Paydirt in Texas	May	39
Training Inspectors	August	118

INSURANCE

Insurance Benefits	September	102
Route Management Includes Sound Safety and Insurance Program	March	97

LAUNDRY

A Plant Within a Plant Solves a Knotty Problem	April	52
Troughs for Neatness at Quick-Service Branch	April	32

LAYOUT

Do-It-Yourself Creates Dream Plant	October	38
Engineered Layout, Incentives Reduce Waste	July	46
Machinery, Layout, Ingenuity Speed Production	January	41
New Management Saves Sick Plant	July	78
New Throughway Forces Move, Rejuvenates Old Business	July	52
Old Plant Grows by Using New Ideas	October	74
Plant Relocation Stimulates Old Business	September	36
A Retirement Plan . . . Built Right Into the Drycleaning Plant	November	78
Special Conveyor Saves Floor Space	August	60
Your Magazine Subscription Can Pay Extra Dividends	June	70

LEGAL

Accessories Compensation	December	32
Change in Ownership	March	16
The Cleaner as Bailee and Bailor	February	37
Customer Accidents	October	21
Delivery Route Ownership	August	14
Employee Theft	October	21
Injury to Pedestrian	May	88
Legal Picketing	January	84
Liability for Lost Garments	October	21
Limited Liability	May	88
Proving Redelivery	September	102
Small Print	June	30
Stockholder Agrees Not To Compete	January	84
Truck Operator Status	March	16
Union Libel	June	30
Valuation of Rugs	January	84

LEGISLATION

Legality of Licensing Laws	November	71
Minimum Wages in Ohio	January	16
Out-of-County Fee	November	16
Parking Violations	September	102
State Minimum Wage News	July	16

LIGHTING

Attractive Low-Cost Store Draws Customers	September	74
It Takes Right Light	March	36
Lots of Light for Bundle-Drop Patrons	December	22

MAIL ORDER

Sisters Hit Paydirt in Texas	May	39

MAINTENANCE (See "Engineering")

Accessory Lights Aid Cleaners	January	28
Aluminum-Sprayed Walls	May	26
Catwalk for Fan Maintenance	March	36
Cinder Block for Piping Guides	August	32
Cloth for Moisture Separators	February	10
Combination Floor Mats	April	32
Decentralization Program Helps Combination Plant	September	46
Equipment Revision Eases Maintenance	June	28
For Easy Cleaning	May	26
Good Housekeeping Reduces Claims	October	60
Keep It Neat	August	32
Muck Trap Permits Continuous Distillation	July	28
Multi-Purpose Tumbler Base	October	32
New Management Saves Sick Plant	July	78
Plant Boosts Unusual Features	January	56
Raised Platform Saves Space	May	26
Saturday Unit Heater	October	30
Shield for Assembly Rack	August	32
Shutters Controlled Electronically	June	28
Solvent Tank in Garage	July	28
Suspended Air Vacuum	August	32
Thermostatic Control	January	28
Troughs for Neatness at Quick-Service Branch	April	32
Underground Piping Helps Cool Plant	July	28
What You Should Know About Steam Trap Ratings	May	80

MANAGEMENT

Break-Even Charts	March	120
Cost Percentages for the Year 1954	March	122
Decentralization Program Helps Combination Plant	September	46

Continued on page 82

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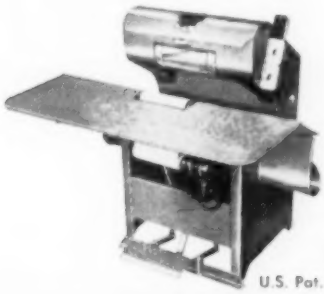

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Continued from page 80

		Page
Dynamic Changes Spark Sales in Old Plant	July	38
Effects of Price Changes	March	118
Engineered Layout, Incentives Reduce Waste	July	46
Experiment Backs Up Expansion Program	November	38
Financial Assistance Program	March	28
A Giant Step	November	32
Good Housekeeping Reduces Claims	October	60
Hangers for Soiled Work	January	28
How Charge Accounts Build Volume	October	96
How To Analyze Route Profits or Losses	March	89
How To Evaluate Your Route Operation	March	87
How To Plan a Low-Cost Storage Vault	February	66
How Would You Like a 500% Volume Increase?	August	38
How Would You Select a Branch Location?	September	40
Initial Supplies	March	124
Long Struggle Rewarded by Quick Profit	June	54
Machinery, Layout, Ingenuity Speed Production	January	41
Management Keeps a Watchful Eye on the Branch Plant	September	57
More Profits	May	4
New Management Saves Sick Plant	July	78
New Throughway Forces Move, Rejuvenates Old Business	July	52
Old Plant Grows by Using New Ideas	October	74
Parking Space Boosts Volume	November	82
A Path Blazed for Your Future Profits	October	102
Planned Vacation Schedule Aids Morale	June	84
Planning Activated Package Plants	September	62
Plant Boasts Unusual Features	January	56
Plant Closing Check List	October	32
Plant Relocation Stimulates Old Business	September	36
A Plant Within a Plant Solves a Knotty Problem	April	52
Points To Consider When Selecting Trucks	March	83
Private Office Is Strategically Located	November	26
Public Relations Solves Problems	May	59
A Retirement Plan . . . Built Right Into the Drycleaning Plant	November	78
Return of Old Management Revitalizes Prestige Plant	June	60
Route Management Includes Sound Safety and Insurance Program	March	97
Routes Provide Springboard to New Plant Operation	September	62
Shall I Buy New or Used Equipment?	September	110
Shopping-Center Study	October	16
Training Eases Production Problems	May	66
Volume-Profit Relationship	March	119
Your Magazine Subscription Can Pay Extra Dividends	June	70

MARKING AND ASSEMBLY

Can Pre-Assembly Help You?	February	44
Checking-Table Superstructure	April	32
Dual-Purpose Partition	December	26
Long Struggle Rewarded by Quick Profit	June	54
Machinery, Layout, Ingenuity Speed Production	January	41
Marker's Stand Has Stickability	February	32
Practical Training Tips	May	74
Return of Old Management Revitalizes Prestige Plant	June	60
Ticket Serves Many Purposes	November	15

MOTHPROOFING

Is Mothproofing Profitable?	April	66

NECKTIES

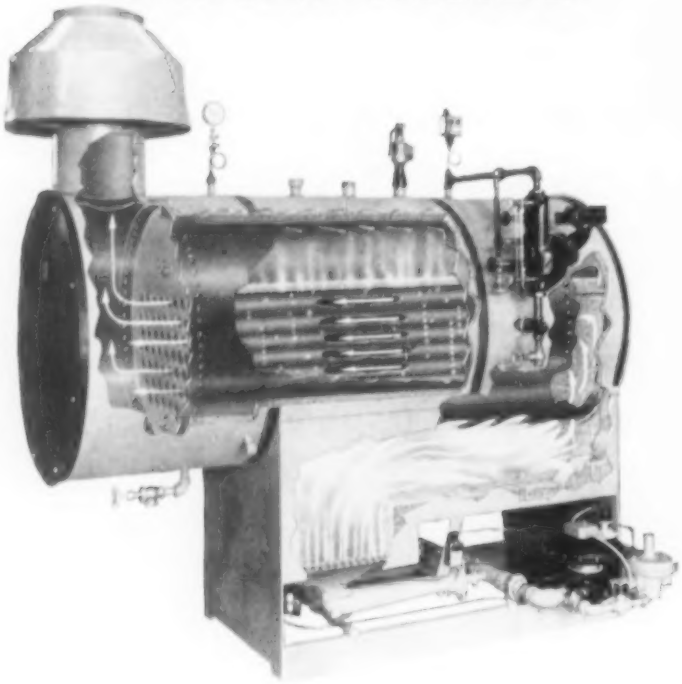
Necktie Cleaning Builds Reputation, Increases Profits	February	40
Sisters Hit Paydirt in Texas	May	39

PACKAGE PLANTS

Decentralization Program Helps Combination Plant	September	46
Experiment Backs Up Expansion Program	November	38
How Would You Select a Branch Location?	September	40
Launch It Like a Battleship	September	66
Management Keeps a Watchful Eye on the Branch Plant	September	56
Planning Activated Package Plants	September	62
Plant Relocation Stimulates Old Business	September	16
A Plant Within a Plant Solves a Knotty Problem	April	52
Preplanning Location Insures Success of New Drive-In Branch	June	46
Your Magazine Subscription Can Pay Extra Dividends	June	70

Continued on page 85

MISTER-INSIDE



See —

the simplicity of design.
the large amount of heating surface.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

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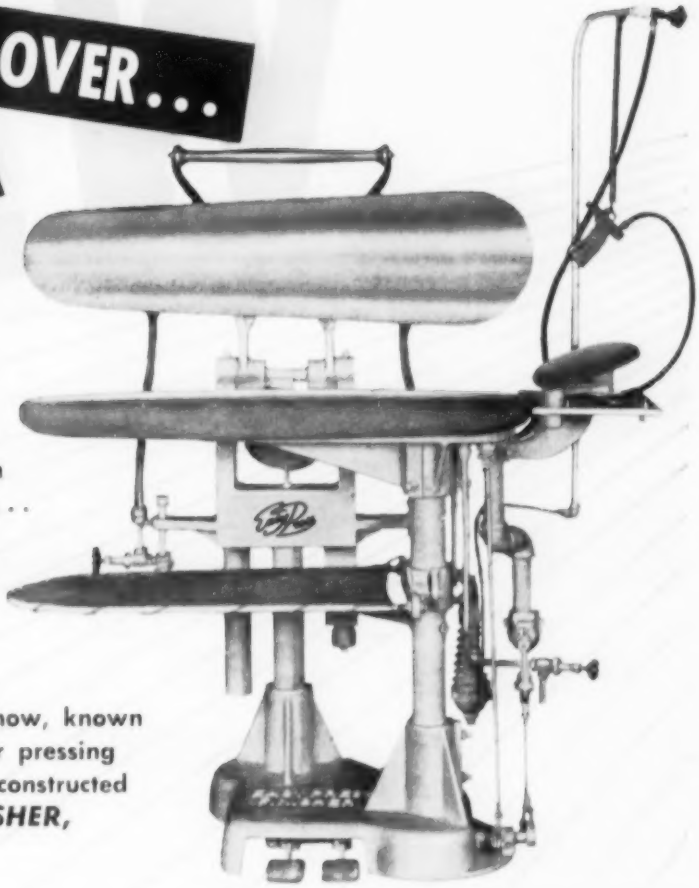
P. M. Lattner Mfg. Co. Cedar Rapids, Iowa.

GOLD-MAN Easy Press OFFSET FINISHER

TAKES OVER...

6 WAYS BETTER



EASY-PRESS OFFSET FINISHER **takes over because it goes further! This new Gold-Man unit is more than a press machine . . . it's a complete finishing board. It incorporates the 6 most wanted features drycleaners demand in a quality offset press, not available until now!**

Gold-Man experience and know-how, known and respected for years wherever pressing machines are used, designed and constructed the *EASY-PRESS OFFSET FINISHER*, then produced it . . .

CHECK THESE DEMAND FEATURES!

- **VAC-LOCK*** . . . permits operator to lock head without manipulating vacuum pedals! Coordinates operator motion automatically. *Registered Trade Mark
- **"COLD-HEAD, HOT-HEAD"** . . . no danger of burns or injury to operator when using buck as ironing board. Exclusive shut-off halts steam to head.
- **HEAVY DUTY SHOCK ABSORBER** . . . permits head to glide to an easy, smooth stop without bounce-back or quiver. No wear and tear to worry about!
- **RIGID-BALANCE FRAME** . . . heavy semi-steel construction distributes weight evenly —assures vibration-free operation. No tip frame needs no bolting! Not top-heavy.
- **HIGHLY POLISHED ALUMINUM HEAD** . . . gleaming, mirror-like; engineered for full core steam capacity. Gives more heat where and when it counts!
- **OILESS BEARINGS** . . . aircraft type construction. Keeps moving parts in line . . . helps speed operation, reduces friction, wear and tear. Lifetime lubrication.

OVER 25,000 GOLD-MAN BUILT PRESSES IN USE TODAY!

CLIP AND MAIL GOLD-MAN EASY PRESS **COUPON NOW...**

GOLDMAN PRESSING MACHINE CORP.

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Gentlemen:

Prove it to me. Show me why EASY-PRESS is six ways better. Rush literature!

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THESE '57 CHEVIES TURNED THE TOUGH ALCAN HIGHWAY INTO A TURNPIKE!

They took the "teeth" out of North America's toughest truck run in an amazing display of stamina and dependability! The Chevrolet Alcan test called for great truck components . . . and here they are, the same modern features you'll get in *your* '57 Chevy!

Modern high-compression 6's—a time-proved Chevrolet truck Thriftmaster 6 made the tortuous Alcan Highway test look easy . . . registered a high 18.17 miles per gallon!

Short-stroke V8 power—with the shortest stroke of any truck V8's, new Chevy engines stand first in their field for efficient load-pulling! Their great performance in Alaska proved it.

Safe, sure brakes now Alcan proved—in light- and medium-duty models, Hydrovac power brakes* supplied up to 85% of the braking effort!

Unit-design cab and body construction—Chevrolet truck cabs and bodies remained tight and solid on Alcan bumps, showed that they're built to *last!*

Rugged Synchro-Mesh manual transmissions—they displayed never-say-die durability . . . came through with smooth, flexible, trouble-free performance!

*Easy-going Hydra-Matic transmission**—it reduced driver's work immeasurably and it saved wear on drive-line parts, too!

Sturdy frames and long-leaf springs—these brawny chassis components proved they can take it when the going is roughest . . . took the Alcan's worst with strength to spare!

These Alcan-proved Task-Force 57 features and others like them (such as extra-heavy rear axles, easy-rolling Ball-Gear steering, and new, improved tubeless tires) are ready to tame your tough truck runs too! Boost your hauling profits by seeing your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

1957 CHEVROLET TASK-FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS! CHEVROLET

Continued from page 82

		Page
PACKAGING		
Blanket Volume Doubled	February	22
Shirt Laundry Department Combats Competition With Quality	June	40
Shirt-Packaging Device	September	30
Sisters Hit Paydirt in Texas	May	39
Sweater Bar Builds Sales	November	22
Transparent Packaging Stimulates Volume	June	44
Use Packaging for More Profit	August	66
PERSONNEL (See "Employee Relations")		
PILLOW CLEANING		
Getting A-head on Clean Pillows	June	76
Low Stops Truck But Not Pillow Sales	August	50
PRICING		
Children's Price List	April	24
Price Chart Helps Customers	July	22
Pricing Draperies	October	140
PRODUCTION		
Are Wrinkles Slowing Your Finishing Department?	May	52
Blanket Volume Doubled	February	22
Can Pre-Assembly Help You?	February	44
Charged-System Roundup	December	36
Colored Slickrails Speed Workflow	January	28
Double Finishing Boosts Household Volume	April	90
Dynamic Changes Spark Sales in Old Plant	July	38
Engineered Layout, Incentives Reduce Waste	July	46
How Laundry Route Salesmen Boost Drycleaning	October	42
Machinery, Layout, Ingenuity Speed Production	January	41
Mass Production Methods Work in Mass Market	October	114
Necktie Cleaning Builds Reputation, Increases Profits	February	40
A Path Blazed for Your Future Profits	October	102
Plant Measures Production in Pounds	August	32
Plant Relocation Stimulates Old Business	September	36
Population Growth Dictates Plant Relocation	November	90
Refrigerated Solvent Smooths Production Wrinkles	April	73
Sample Production Standards	March	120
Training Eases Production Problems	May	66
Your Magazine Subscription Can Pay Extra Dividends	June	70
PUBLICITY AND PUBLIC RELATIONS		
Annual Open House Builds Goodwill	January	36
Building Goodwill	May	70
Business Paper Builds Prestige	November	22
Dynamic Changes Spark Sales in Old Plant	July	38
Flag Day	June	34
Fun in Advertising	February	22
The Giveaway Age	September	26
Give Your Trucks Personality	March	86
Launch It Like a Battleship	September	66
Leap Year Baby Worth $100	September	24
Make Easter Your Biggest Promotion	February	64
Planning Activated Package Plants	September	62
Preplanning Location Insures Success of New Drive-In Branch	June	46
Promotion Bandwagon	January	4
Public Relations Solves Problems	May	59
St. Patrick's Promotion Makes Hit	February	74
Shine on the House	July	22
Shirt Laundry Department Combats Competition with Quality	June	40
Shoeshine Machine	July	110
Telling Your PR Story	May	96
Three Cheers	August	20
What's in a Name?	April	18
QUICK SERVICE		
A Plant Within a Plant Solves a Knotty Problem	April	52
Troughs for Neatness at Quick-Service Branch	April	32
RACKS AND CONVEYORS		
Colored Slickrails Speed Workflow	January	28
Fire-Door Automatically Operates Conveyor	June	28
Hook Eases Flow	October	30
How Conveyors Aid Storage, Truck Loading	March	94
Machinery, Layout, Ingenuity Speed Production	January	41
Planned Loading Facilities Provide More Selling Time	March	91
Plant Boasts Unusual Features	January	56
Self-Service Gets a New Twist	April	76
Special Conveyor Saves Floor Space	August	60
Two-Story Conveyor Saves Labor	November	26
RADIO		
Radio Program Originates in Call Office	March	22
REPAIRS		
Engineered Layout, Incentives Reduce Waste	July	46
Return of Old Management Revitalizes Prestige Plant	June	60
ROUTE SALESMEN		
Engineered Layout, Incentives Reduce Waste	July	46
How Imagination Solves Delivery Problems	March	93
How Laundry Route Salesmen Boost Drycleaning	October	42
How a Plant Develops Routes	April	58
Prepared Door-to-Door Sales Pitch Helps Routemen	August	20
Rolling Call Office	April	24
Route Splitting: Good or Bad?	March	82
Selection, Training and Motivation of Route Salesmen	March	70
Your Customers Are Crying for Route Service	March	68
RUGS AND CARPETS		
Long Struggle Rewarded by Quick Profit	June	54
Rug Cleaning Film	November	16
SAFETY AND HEALTH		
Accident Prevention Manual	March	28
Fire Code Revised	July	16
Fire Hazards	February	38
New Safety Manual	July	16
Route Management Includes Sound Safety and Insurance Program	March	97
Safety Yearbook	November	16
Vacation Safety Aids	June	16
SALES PROMOTION AND ADVERTISING		
Advertising Psychology	July	22

Continued on page 86

NOW! 8 to 10 Second Customer Service!

and UP TO 40% MORE HANGING SPACE

with the White Stor-U-Veyor

U.S. Patent Pending

FOR YOUR CALL OFFICE

It's a Storage Rack! It's an Automatic Conveyor!

New Circular SEND FOR YOURS TODAY

WHITE MACHINE CO. INC. Bulletin N-17
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Gentlemen: Without obligation, please rush a copy of your new STOR-U-VEYOR circular.
Firm_____
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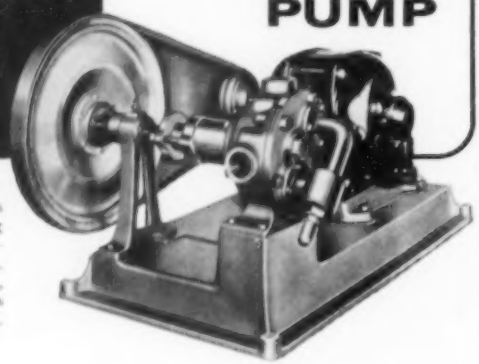
City_____ Zone____ State_____
Your Jobber_____

DRY CLEANERS FRIEND

VIKING SOLVENT PUMP



You can depend upon this rugged V-belt drive Viking pump as a true friend—always operating efficiently. It always delivers a smooth, even flow of solvent. It is Underwriters approved.

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required.

For complete information, write for bulletin DQ.

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "**ROTO-KING**" pumps

See Our Catalog In Sweets

Continued from page 85

		Page
Annual Open House Builds Goodwill	January	36
Ansley Humor Builds Volume	December	22
Arrows Dramatize Ad	June	22
Contest Ups Traffic	January	22
Customers Like Free Button Dispenser	September	24
Cutup Gives Cutouts Created by Cleaner	January	22
Decentralization Program Helps Combination Plant	September	46
Department-Store Merchandising Idea Sells Cleaning	June	22
"Do Not Open This Envelope"	September	24
Dynamic Changes Spark Sales in Old Plant	July	38
Experiment Backs Up Expansion Program (opening day)	November	38
A Giant Step	November	32
His Customers Laugh at Bad Weather	January	48
How Box Storage Plan Creates New Customers	January	69
How Charge Accounts Build Volume	October	96
How Would You Like a 500% Volume Increase?	August	38
Is Mothproofing Profitable?	April	66
Launch It Like a Battleship (opening day)	September	66
Make Easter Your Biggest Promotion	February	64
Match Books Plus	February	22
Moths Picket Drycleaner	April	24
Necktie Cleaning Builds Reputation, Increases Profits (premiums)	February	40
New Throughway Forces Move, Rejuvenates Old Business (opening day)	July	52
Pegboard Serves Threefold Purpose	March	22
Pencils Write Profits	July	22
Plant Tends Knitting	May	21
Popular Vending Machine	May	21
Positive Advertising	May	30
Preplanning Location Insures Success of New Drive-In Branch (opening day)	June	46
Promotion by Premiums	March	22
Radio Program Originates in Call Office	March	22
Return on $5	March	56
St. Patrick's Promotion Makes Hit	February	74
Sales Promotion Calendar—1956	January	85
Sales Promotion Calendar—1957	November	95
Shine on the House	July	22
The Subtle Approach	May	21
Supplementary Advertising—Part I, How To Get the Most Out of Yellow-Pages Advertising	May	44
Supplementary Advertising—Part II, How Match-Book Ads Build Sales	July	72
Supplementary Advertising—Part III, Selling Drycleaning by Phone	October	53
Supplementary Advertising—Part IV, Postmark Advertising	November	46
Telephone Solicitation	October	140
Use Packaging for More Profits	August	66
"Wanted" Ads Pay Off at Spaeth Brothers	February	22
Well-Spotted Promotion (billboard)	May	21

SELF-SERVICE

		Page
Self-Service Gets a New Twist	April	76

SHIRTS

		Page
Experiment Backs Up Expansion Program	November	38
Let's Take Another Look at Shirts	November	40
Mirror Shows Shirt Backs	December	26
New Management Saves Sick Plant	July	78
Plant-Made Shirt Bins Facilitate Sorting	February	30
Shirt Laundering	March	111
Shirt Laundry Department Combats Competition With Quality	June	40
Shirt-Packaging Device	September	30
Test for Water Hardness	March	113

SIDELINES

		Page
Cotton Sizing Builds Prestige, Profits	September	105
Double Finishing Boosts Household Volume	April	90
Getting A-head on Clean Pillows	June	76
His Customers Laugh at Bad Weather	January	48
Is Mothproofing Profitable?	April	66
Long Struggle Rewarded by Quick Profit	June	54
Necktie Cleaning Builds Reputation, Increases Profits	February	40
Planning Activated Package Plants (shoe repairs)	September	62
Preplanning Location Insures Success of New Drive-In Branch	June	46
Quick Laundry Sideline	January	10
Shirt Laundering	March	111
Shirt Laundry Department Combats Competition With Quality	June	40
Suede Sideline Pays	August	20
Sweater Bar Builds Sales	November	22
There's Profit in Good Dyework	August	48

SPOTTING

		Page
Abrasion Damage	July	88
Acid Areas on Blouse	March	174
Acid-Caused Holes	March	174
Albumin Stains Faille	November	30
Blue Stains on Striped Dress	July	87
Can Pre-Assembly Help You?	February	44
Charged-System Roundup	December	36
Common Spots	March	107
Coat Lining Damage	September	117
Discolored Trousers	September	117
Drapery Background Changes Color	February	98
Fabric Facts—Part I How To Identify, Clean, Spot and Finish Cottons	May	32
Fabric Facts—Part II How To Identify, Clean, Spot and Finish Wools	June	36
Fabric Facts—Part III How To Identify, Clean, Spot and Finish Linens	July	58
Fabric Facts—Part IV How To Identify, Clean, Spot and Finish Silks	August	55
Fabric Facts—Part V How To Identify, Clean, Spot and Finish Acetates	September	90
Fabric Facts—Part VI Orlon-Dynel Pile Fabrics	October	66
Fabric Facts—Part VII How To Identify, Clean, Spot and Finish Rayons	November	56
Insect-Caused Stains?	July	88
Leather Belt Stain	March	172
Mildew Removal	March	172
Mimeograph Fluid	March	176
Overoxidation	September	117
Oxidized Oil Stains	March	176

Continued on page 88

I'm ready... are YOU?

Storage boxes and garments are coming in . . . Add your vault now and reap the rewards of

BOOMING STORAGE BUSINESS!

It makes good sense to be prepared. Your storage vault is a small investment compared to other improvements . . . probably will cost less than your car. Yet, profits from storage and the greater dry-cleaning volume are terrific.

Drycleaners all over the country are making this smart move of expanding without having to increase overload. As a result they will give better customer service, gain greater drycleaning volume and more lucrative profits.

Are you ready? Your storage vault equipment will probably pay for itself the first year, and future profits will provide for other expansion moves. And you will be equipped to handle the booming storage box business as well as fur and garment storage normally received. Storage boxes help you to keep employment level the year 'round.

Most drycleaners call Haertel prior to construction of vaults. Why? Because Haertel provides complete engineering service and advice on all phases of your vault operation from construction to merchandising after installation.

Be sure you check all the advantages. Get the facts by filling in and mailing this coupon Now!

THE WALTER HAERTEL COMPANY

2840 Fourth Avenue South, Minneapolis, Minnesota

Manufacturers of equipment for garment storage vaults and fur cleaning supplies.

Gentlemen:

- We're interested. ☐ Send your FREE Planning Kit.
- We're interested. ☐ Have your representative call when in our area.
- We're very interested. ☐ Have your representative call now.

Name _____ **Firm** _____

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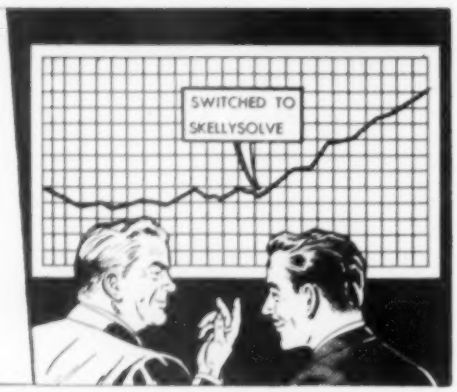
THE CASE OF THE

Critical Cleaner



Skellysolve-T (140 flash Naphtha)

General Specifications

Color—Water Clear

Acidity—Neutral

Sulphur (Doctor) Test—Sweet

Flash (Tag Closed Tester)—140°F.

Distillation—363° to 408°F.

☆ ☆ ☆ ☆ ☆

Perchloroethylene and fast-drying Stoddard Solvent also available.

"You could have fooled me," said the boss. "I didn't realize that our poor daily output was the fault of inferior solvent. I thought all solvents were alike.

"But this chart proves me wrong. Since we switched to Skellysolve, we've had uniform high quality, and it sure has boosted our daily output!"

In addition, Skellysolve, delivery is dependable. And, should you have an operational problem, a Skellysolve Technical Field Man may be able to help you.

Why not learn what Skellysolve quality and service can mean to your business? Whether you use Stoddard Solvent or 140 flash Naphtha, contact your Skellysolve supplier today.

SKELLY **Skellysolve**

DRY CLEANING SOLVENTS

INDUSTRIAL DIVISION, SKELLY OIL CO., KANSAS CITY, MO.

Continued from page 86

		Page
Practical Training Tips	May	74
Scorch or Stain?	February	98
Sisters Hit Paydirt in Texas	May	39
Spotting Tips	March	110
Stained Wedding Gown	March	174
Stains To Be Prespotted	March	110
Strong Acid Condition	February	98
Table Helps Pressure Prespotting	September	30
They Learned Spotting by Mail	November	72
Training Eases Production Problems	May	66
Trouser Burn	March	176
Water on Acetate	November	30
STORAGE		
Approximate Cost of Vault Equipment	March	118
Capacities of Fumigation Cabinets	March	117
Fur Storage Definitions	March	117
Gauging Relative Humidity	March	117
How Box Storage Plan Creates New Customers	January	69
How To Plan a Low-Cost Storage Vault	February	66
Partition in Storage Vault	March	36
Population Growth Dictates Plant Relocation	November	90
A Retirement Plan . . . Built Right Into the Drycleaning Plant	November	78
STORES		
Attractive Low-Cost Store Draws Customers	September	74
Counter Order Holder	March	36
Do-It-Yourself Creates Dream Plant	October	38
How Would You Like a 500% Volume Increase?	August	38
Lots of Light for Bundle-Drop Patrons	December	22
Low-Cost Modern Front Gives New Look	November	22
A Path Blazed for Your Future Profits	October	102
A Retirement Plan . . . Built Right Into the Drycleaning Plant	November	78
Self-Service Gets a New Twist	April	76
Store Design	October	140
This Branch Store Can Travel	February	60
Window Service Boosts Drive-In Volume	June	22
SURVEYS		
Business Outlook—1957	December	35
Charged-System Roundup	December	36
Industry Leaders Approve Forecast	February	78
Industry Statistics	August	118
New Sales High Forecast for 1957	December	84
1954 Canadian Statistics Report	May	16
Plant Surveys Bear Out Drycleaning Sales Forecast	August	44
Preliminary Census Figures	September	16
Reaction to Andrews Survey	January	10
TELEVISION		
Dynamic Changes Spark Sales in Old Plant	July	38
TRADE RELATIONS		
Groundwork	March	64
TRAINING		
Experiment Backs Up Expansion Program	November	38
How a Plant Develops Routes	April	58
How Laundry Route Salesmen Boost Drycleaning	October	42
How Would You Like a 500% Volume Increase?	August	38
Management Keeps a Watchful Eye on the Branch Plant	September	56
Old Plant Grows by Using New Ideas	October	74
Practical Training Tips	May	74
Selection, Training and Motivation of Route Salesmen	March	70
They Learned Spotting by Mail	November	72
Training Eases Production Problems	May	66
Training Inspectors	August	118
TRUCKS		
Federal Tax Revision Benefits New-Truck Owners	March	85
Give Your Trucks Personality	March	86
How Conveyors Aid Storage, Truck Loading	March	94
How Imagination Solves Delivery Problems	March	93
Planned Loading Facilities Provide More Selling Time	March	91
Points To Consider When Selecting Trucks	March	83
Return of Old Management Revitalizes Prestige Plant	June	60
Route Management Includes Sound Safety and Insurance Program	March	97
UNSERVICEABLES		
Black Dye on Felt	October	64
Exposure to Light	October	64
Fading Gabardine	July	87
Felt Lining Discolors	July	88
Loss of Dyestuff	March	176
Loss of Gold in Print Dress	November	110
Progressive Pull-Up	November	110
Rubberized Waistbands	November	130
Sizing Break-Up	March	172
Soluble Pink Dyes	November	30
Sweater Discoloration	July	88
Underarm Acid Damage	October	64
White Turns Pink	July	87
Wrinkles and Streaks	September	117
VENTILATING AND AIR CONDITIONING		
Basement Airs Finishing Room	February	30
Clock Cools Plant	September	30
Evaporation Principle Cools Drycleaning Room	April	32
New Management Saves Sick Plant	July	78
Return of Old Management Revitalizes Prestige Plant	June	60
Rheostat Improves Ventilation	March	47
WATER REPELLENTS		
His Customers Laugh at Bad Weather	January	48
WETCLEANING		
Fabric Facts—Part I How To Identify, Clean, Spot and Finish Cottons	May	32
Fabric Facts—Part II How To Identify, Clean, Spot and Finish Wools	June	36
Fabric Facts—Part III How To Identify, Clean, Spot and Finish Linens	July	58
Fabric Facts—Part IV How To Identify, Clean, Spot and Finish Silks	August	55
Fabric Facts—Part V How To Identify, Clean, Spot and Finish Acetates	September	90
Fabric Facts—Part VI Orlon-Dynel Pile Fabrics	October	66
Fabric Facts—Part VII How To Identify, Clean, Spot and Finish Rayons	November	56
Gadgets Speed Wetcleaning	December	26

YOU TOO can OWN ANOTHER PROFITABLE BUSINESS!

Laundry stores began to boom in 1946...and ten years later, over 15,000 laundry stores are serving millions of satisfied customers.

As an addition to your present business, this is a logical investment

Today, a new type of Laundry Store—THE COIN-OPERATED COMPLETELY UNATTENDED WESTINGHOUSE LAUNDROMAT—is springing up all over America. Originating in Texas less than two years ago, these automatic self-service laundry stores have spread through Florida, California...and are now being chain-operated in Illinois and Missouri. You, too, can get in on this most profitable mushrooming business in your spare time...and with a very modest investment.

Briefly, here's what it's all about:

1 Many women prefer to do their own laundry. We don't know why, but it's a fact...and they flock to unattended laundry stores where they do-it-themselves...using their own choice of soap and other washing materials.

2 Laundry is a necessity and people, especially in the lower income groups, will walk 3 or 4 extra blocks TO SAVE ALMOST 50% on their weekly laundry bill.

3 Bachelors, career girls, students and working families can only do laundry during hours when regular laundry stores are closed...AN UNATTENDED LAUNDRY IS OFTEN OPEN 24 HOURS A DAY, 7 DAYS A WEEK. Profits are realized in night and weekend hours when other laundries are closed.

4 Washers and dryers are coin-metered...everything works automatically...you empty the coin boxes 2 or 3 times a month.

5 Machine service and daily maintenance is contracted out to your local repairman and local porter. You visit the store *only* to collect the coins.

6 Depreciation of equipment for tax purposes is rapid, and within a relatively short period of time you own a going business that ACTUALLY RUNS ITSELF.

7 Because it takes so little of your time to operate, it does not interfere with your regular business. Because of almost absentee management, no customer contact, and favorable depreciation schedules, it is perfect for chain-store operation.

8 And EACH STORE PROVIDES YOU WITH AN INCOME OF $4000-$8000 a year, depending on location and equipment.

There's a great deal more to this story that you should know. We'd like the opportunity of giving you all the important investment details. It'll take about an hour of your time.

This we do know! You will add Thousands of Dollars to your present income every year. Your community wants and needs an UNATTENDED, COIN-OPERATED WESTINGHOUSE LAUNDROMAT STORE. As an operator of a laundry and/or cleaning plant, you may find this the extra business opportunity you've been looking for.

We offer advice, store planning, training and advertising. WE WILL FINANCE up to 80% of the NECESSARY EQUIPMENT. Do take a look at this investment...it'll make a difference to you.

Call, wire or write. We'd like to set a date at your convenience and show you some COIN-METERED LAUNDRY STORES in your area. We have representatives throughout the United States. We are a member of the National Better Business Bureau.

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7402 Sunset Blvd., Los Angeles 46, Calif.
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The Prudential Bldg., Room 1704, Jacksonville 7, Fla.
ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.
ALD New York, Inc., 10-32 47th Road, Long Island City 1, N. Y.

Continued from page 52

Leaves irregular black bead.

Safe finishing: 200 degrees.

Melting point: 370 degrees.

Nylon: Fiber shrinks from flame, drips as it melts.

Same flame characteristics as Dynel.

Ash forms hard round bead.

Safe finishing temperature: 275 degrees.

Melting point: 480 degrees.

(*Note:* Does not dissolve in acetone.)

Orlon: Flame is yellow, with orange tip.

Will burn after flame is removed.

Ash forms irregular bead which can be crushed between fingers.

Safe finishing temperature: 300 degrees (can yellow at this temperature).

Melting point: 480 degrees.

Saran: Fiber gives forth a yellow and green sparkling flame.

Has odor of hyacinths.

Leaves a dark bead.

Safe finishing temperature: *None.* No finishing recommended since fiber will soften at 240-280 degrees. It melts at 340 degrees.

(*Note:* Does not dissolve in acetone.)

Thermoplastic Cleaning

Since these thermoplastic fibers are so sensitive to heat, careful tumbling or deodorizing is the key to fewer claims. Tumbler temperatures should be held to a maximum of 140 degrees. This could mean slightly longer tumbling time. That can be avoided by increasing the blower capacity of the tumbler and making certain the tumblers aren't overloaded.

An added advantage of this lower temperature is that caramelized sugar stains won't develop as quickly. Soft-weave items, such as Orlon sweaters, are better off when cabinet-dried. Excessive mechanical action can cause pilling of the fibers.

So far as the actual drycleaning of thermoplastics is concerned, this should be based more on weave structure than on type of fiber. A hard-finished material containing thermoplastics will require higher moisture additions and longer running time. Unless this is done, not sufficient water soluble soil will be removed. Exactly the same fiber in a loose weave will conversely require less water and a shorter running time. Since mechanical action is a factor, the cleaning cycle and the deodorization periods should be shortened as explained.

Chemical Properties Explained

The chemical characteristics of thermoplastics are excellent from the cleaner's viewpoint. Reports of the National Institute of Drycleaning indicate this to be true. For example, Orlon, Acrilan, Dacron, nylon and Saran can be treated safely with glacial acetic acid, acetone and chloroform. Dynel can withstand 80 percent acetone by volume. This is much better than can be done with acetate.

If the garment to be treated is correctly labeled, the spotter can treat the five synthetics mentioned with acetone in most cases. This is helpful in removing many paints, glues and adhesives that are otherwise impossible to remove from these fibers.

Stain Removal Tips

The tenacity of stains varies with the fiber. Mercurochrome, for instance, is often impossible to remove from wool. Yet it can be taken from rayon and acetate with little difficulty. Dry-side stains such as paints, lacquers, marking ink, etc., are more difficult to remove from thermoplastics. Wet-side stains, on the other hand, are comparatively simple. Since the thermoplastics mentioned do withstand acetone, the spotter does gain an extra tool with which to work on the dry stains. Wetcleaning presents no great problems.

So far these comments on stain removal have reference to the ability of the fibers themselves to withstand spotting treatment. Dyestuffs are another matter. Careful check should be made on the selvage of the garments to check for colorfastness.

Of one thing cleaners can be sure; there will be more and more synthetics reaching the market. The multiplicity of blends already on the market, plus those sure to come, makes the cleaning and spotting more complex. Finishing will require ever greater care. Only constant vigil by the National Institute of Drycleaning and your business paper can keep the industry protected. This vigil will keep cleaners posted in advance on the correct methods for handling these fabrics.

Fashion Magazines Helpful

There are other good sources of advance information to cleaners. These are the fashion magazines available on the newsstands. The women's pages of the local newspapers, the Sunday supplements also give tips on styles, materials and the newest fabrics. These sources not only give fabric information; they provide invaluable pointers on proper appearance of the garments. The astute cleaner posts himself and his finishers so the work produced at the plant has the "like-new" look.

In previous articles the point has been stressed that there is "no crease in ladies' garments except in the pleats." Milady's apparel this season will be frilly and have sparkling prettiness. The casual and uncluttered look of the past few years will disappear.

Trimming for its own sake is once again a factor. The more expensive, the more dazzling the trimming, the more it will attract. Satin pipings (on the bias again), little bows, fluttering chiffon scarfs, spangle ascots, real lace collars, sequins, fine beading, brilliant jewel embroidery, flowers and any imaginative froufrou the designers can dream up will be widely used.

There will be a change from "cut" to "drape." The hard straight sheath will change to a softer effect. The trims mentioned above will soften the silhouette. Folds, instead of pleats, will be used to effect full skirts. These must not be pressed down with a crease. The same applies to the gathers. This fullness will be found in blouses and jackets.

Because of these style trends, the small egg-shaped puffer will really come into its own. It enables an operator to take care of the soft finish on the trim better than any other means at her disposal. In general, the equipment needed to finish thermoplastic fibers is the same as standard units found in any well planned plant today.

Equipment Recommended

The "silk" unit should consist of four puff irons, a hot-head offset press, hand steam iron and water spray gun. An alternative to the offset press is a press with a heat-sensitive plate. A trowel should be used in conjunction with the press. A steam-air finisher has its place, too. It is doubly important to watch steam pressures in the finishing department since the popularity of the thermoplastic fibers.

There should be a reducing valve in the finishing department steam line so that presses are not working at full boiler pressure. This is especially important in combination laundry-cleaning plants.

The finishing techniques on thermoplastics must be clearly understood by the operator. When the puff irons are used, the garment should be kept moving to avoid fusing or melting. When the press is used, the head should not be locked. The head should only "kiss" the fabric. More use of a good trowel can reduce the need for

Save a buck a day the BUTLER Big-Flo® way!

If you're operating a synthetic unit with a bag filter, you can save $364 a year or more by switching to a Butler Big-Flo Filter.

Every time you clean a bag filter, you lose at least $7 worth of perc that has been soaked up by the filter powder. Weekly cleaning means an annual loss of $364. It means a weekly mess . . . made even more unpleasant by nauseating fumes. And putting it off often results in pressure buildup and mid-day plant shutdowns.

Air cleanout leaves muck shovel-dry

Butler Big-Flo, with air cleanout, recovers this weekly $7 worth of expensive perc, leaves the muck bone dry — so dry it can be shoveled out . . . clean, quick and virtually odorless! Reduces cleanout to a minor operation every 3 to 5 weeks. Butler Big-Flo is available in six sizes to fit your particular requirements.

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the press head, and the hand iron as well.

Proper use of the air vacuum is important, too. Whether it be "wool" or "silk," the vacuum should be applied only after the press head has been released. It will help avoid shine, and avoid the difficulty of vacuum folds in the fabrics.

When using the steam-air finisher, the operator must be sure the bag is not bigger than the garment. Otherwise a straight skirt will ride up on the bag. The resultant steam wrinkles will be almost impossible to remove. It is best to have each finisher equipped with her own steam-air form. She can best judge which garments will be helped by the form, especially if she is the one who has to rectify the mistake of using the device when it might cause the wrinkling mentioned.

Finishing "Permanent" Pleats

It was mentioned earlier that most of the "permanent" pleats appear in the thermoplastic fibers. If carefully handled in the drycleaning and spotting departments, not much will have to be done to them the first few cleanings. Many customers don't want to pay for repleating in this period, anyhow.

When the customer is convinced later that repleating is necessary, a steam board or the buck of the offset press will be helpful to the finisher. [*Editor's note:* Complete finishing techniques are explained in the Silk Finishing Manual, available from NATIONAL CLEANER & DYER at $1.00 per copy.]

Another important tool for the finisher is a good supply of *fine* pleating pins. They are much better than regular straight pins which leave objectionable marks in the fabric. These pins should be used only at the waistline, to hold the fine or small parts of sunburst pleats.

There are several ways of touching up these permanent pleats if the customer does not want to pay the extra charge for a complete job. Some operators hold the skirt over the buck of the machine and allow the bottom steam to relax the wrinkles. This really has little effect on improving the garment. It also tends to relax the permanent pleating.

A simpler and more effective way is to use the steam-air finisher. In the case of a skirt, the finisher can place two pins at the waistline. These fasten the skirt to the machine. The steam is then applied, *but not the air.* The air would blow out the pleats. Instead the garment is permitted to dry at room temperature.

But sooner or later, these permanent pleated garments will need repleating. They are no more "permanent" than the curls the housewives put into their hair. As time passes, the wave gets weaker and weaker.

General Finishing Tips

Most of the thermoplastic fibers have relatively low melting points. Heat and pressure affect such materials adversely. In general, it is well to make certain that steam pressures stay within the 60-65 p.s.i. range. When press heads are used, they should just "kiss" the fabric. Vacuum should be applied *after* the head has been released. Then, of course, make certain that the press heads are the heat-sensitive type.

Steam hand irons must be used judiciously. The egg-head puff iron, the trowel and the steam-air finisher all reduce the need for hand ironing, and better cope with the problems created by thermoplastic fibers.

It cannot be overemphasized that finished garments should have a "soft" finish. Creases belong in men's trousers and ladies' pleated skirts, and there only. In the case of pleats, they will look beautiful when finished with a trowel and the offset press. They won't have that shine or melted look that they can acquire from the hot-head or the hand iron.

Watch for These Problems

Each of the thermoplastics presents special problems when it is 100 percent of the fiber content of a garment (which is why they are being blended with natural fiber more and more). In 100 percent Orlon sweaters, distortion of the fabric can occur. Once it happens, the sweater can never be blocked into shape. Therefore, these sweaters should be dried in a cabinet, with the sleeves laid over the bar of the hanger. The watchword is to *omit* steaming, brushing or carding of Orlon sweaters. Sweaters of Orlon and nylon have a tendency to pill. Because of this, mechanical action should be held to a minimum.

Wrinkles, and how to get rid of them, are a problem with both nylon and Dacron. High tumbler heat can create troubles that are almost impossible to overcome. Again, high heat can get plants into trouble with thermoplastic fibers. Wrinkles introduced by pressing can be very troublesome. If wrinkles have been caused by grid-head presses, sometimes the hot-head press can help eliminate them. If the wrinkles occur in hot-head finishing, there is little that can be done to correct the situation.

Dynel has the characteristics of an exceedingly low melting point. This miracle fiber and Saran stand near the top of the list of the fibers most affected by heat. It is one of the main reasons why manufacturers of garments have suggested that Orlon-Dynel deep-pile synthetic coats be cleaned by the furrier method only . . . until recently.

Extensive research has proved that the main problem in handling deep-pile fabrics is not in the cleaning. Many cleaners have tried to finish such apparel with conventional drycleaning equipment, or by carding. Both of these have led to trouble. The whole secret of Orlon-Dynel deep-pile finishing is tied in with the new techniques which are a modification of fur-glazing methods.

There is one exception to be considered. This year there are many "mutation" furs on the market. A great portion of these are hand-dyed. Because they are, the dyes are not uniform. Even at best, they might be solvent-soluble. In the event that cleaners encounter "mink" synthetic coats, it is recommended that they be cleaned by the furrier method only. If individual cleaners do not have fur-cleaning methods available, there are substitutes that can be used. They involve special chemicals that can be added to the garments and handled with little difficulty in ordinary drycleaning tumblers.

Special Nylon Problems

Nylons in themselves were no real problem for most cleaners. But net gowns made of this material have been, and continue to be, a worry for many plants. It must be remembered that the trouble is not due to the nylon. It is generally due to the sizing used on the netting, which is solvent-soluble.

Resizing of the netting usually will correct this problem. There are many products on the market today that reproduce "body" and "feel" that are as good or better than the original additive. What chemical manufacturers have done with this problem in the past few years has added a great deal of prestige to cleaners who have taken advantage of the sizings available.

And so it goes. Each of the man-made fibers adds to the problems of drycleaners. Fortunately, they have learned to handle these fabrics just about as fast as they appear on the market. And the cleaners can count upon that same helpful information in the future, either from the Institute or the pages of The NATIONAL CLEANER & DYER. # #

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NEWS

FROM THE ALLIED TRADES

Kohnstamm Holds Eastern Sales Meeting

The Eastern Sales Division of H. Kohnstamm & Co., Inc., recently held a two-day conference at the Hotel Lexington in New York. The meeting was attended by representatives from the Eastern Seaboard and Pacific Coast states. N. R. Hoffman staged the meeting which was conducted by Richard S. Carmel, executive vice-president of the company.

Technical subjects were handled by the company's research director and vice-president, Robert A. Phair, who was assisted by Dr. Robert Cooney, assistant research director. The group was addressed at the Thursday luncheon by Robert Kerr, president of Baby Service, Newark, N. J., and at Friday luncheon by Val Dayton, owner of Amityville Laundry, Amityville, N. Y. Another guest speaker was Al Henning of the Resillo Company.

Service pins were presented to Robert Chapin, 35 years; James Zeising, 30 years; Henry Morgan, 10 years, and Nelson Armstrong, 10 years.

Attendants at the sales meeting are shown in photo. Left to right, top row: William P. Herndon, Frank Hughes, Don Wilson, Sidney Brosse, Ed. Ready, Earl Dixie Lee, Charles Campbell, John Nagy, Morgan Van Deusen, Emory Bradley, Dave Gordon and Ed. Rich.

Middle row: Gordon Lawrence, Frank Chamberlin, Tom Garvey, Robert Chapin, John Flood, Russell Elliott, Ed. Robnett, Harold Schappert, Robert Lowe, Tolly Talliaferro, Lewis Koch, Nelson Armstrong, Harry Turney and Jack Lane.

Third row: George Weik, James Zeising, Robert Wiesman, William Woodbury, Henry Morgan, William Borsdorff (48 years of service), William Schnakenberg (57 years of service), R. S. Carmel, Robert A. Phair, Charles Brotherton and N. R. Hoffman.

Seated are Frank Pearce, Joe Chaplin and Dr. Robert Cooney.

Sec-O-Matic Announces New Distributors

Carl Blackman, president of Sec-O-Matic Corporation, Montclair, N. J., has appointed six new distributors for Sec Cleaning Systems. Names of these distributors and their territories are:

B & G Lieberman Company, Inc., 1011 Sewickley Dr., Charlotte 3, N. C., covering North Carolina, South Carolina, Louisiana, Georgia, Alabama, Mississippi and eastern Tennessee.

Joseph Aruta, 103 West End Ave., Newark, N. J., selling northern New Jersey, Rockland, Orange, Sullivan, Ulster and Duchess Counties in New York, and Staten Island.

Masterwork Equipment Corporation, 107 E. 26th St., Minneapolis, Minn., representing the firm in Minnesota, northern Iowa and northern Wisconsin.

M. G. Murray Supply Company, 348 Ninth St., S., Saint Petersburg, Fla., covering southern Florida.

Glen-Nor Equipment Co., Inc., 17 Sagamore Rd., Arlington, Mass., serving Maine, Vermont, New Hampshire, Massachusetts and Rhode Island.

Fix Equipment Co., 3834 Payne Ave., Cleveland, Ohio, is responsible for northeastern Ohio.

"Second Honeymoon" Contest

Because of the success of its 1956 "Second Honeymoon" contest, Signal Chemical Mfg. Co., Inc., has decided to sponsor another this year and to make this an annual promotion. Drycleaning plants using the company's product, Sanex Mothproofing, will be supplied with a complete contest promotion kit and will participate in the promotion at no extra charge.

Contest rules permit all persons 18 years of age or over to enter the contest by registering at a Sanex drycleaner. Winners will be decided by a drawing. First prize is an all-expense-paid trip for two to anywhere in free Europe, second prize a trip for two to Havana, Cuba, and third prize a trip for two to Palm Beach, Fla.

Complete information on Sanex Mothproofing and the "Second Honeymoon" promotion may be obtained from the manufacturer, Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio.

Gross Firms Merge

Edward B. Gross recently announced that he has purchased the entire interest of Howard Faust and Francis Faust, treasurer and vice-president respectively, in the Gross Manufacturing Company, Inc.

The Gross Manufacturing Company, Mr. Gross stated, will be merged with the Gross Machinery Company, which will again engage in the production of Gross equipment and parts. Mr. Gross has purchased the name and goodwill of the old Gross Machinery Co., Inc.

The new firm has available replacement parts for the complete line manufactured and sold by the old Gross Machinery Co., Inc. These parts can be ordered through the company for any equipment bearing the Gross name.

The new firm maintains offices at 742 Hertel Ave., Buffalo, N. Y.

Multi-Clean Names Turner

HARRY T. TURNER

Harry T. Turner has been appointed new factory sales representative for Multi-Clean Products, Inc., St. Paul, Minn. He will cover Southern California and Arizona, according to E. C. Hesli, general sales manager of the company, with headquarters in Los Angeles. The addition of Mr. Turner to the staff, Mr. Hesli states, was necessitated by increased business in the area formerly covered by the San Francisco office.

A World War II veteran, Mr. Turner has been employed as a salesman since his release from the Marine Corps.

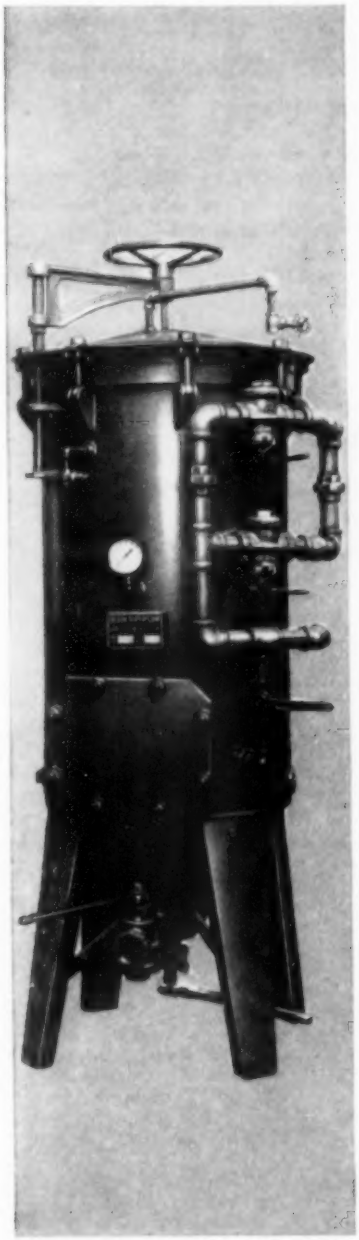
Sanitone Honors Five-Year Men

The Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio, gave special recognition to the veteran employees of the company recently at a meeting in Cincinnati. The 30 men recognized have all been with Sanitone for five years or longer.

Shown, seated, left to right, are: B. Boyd, B. Healy, D. Shankland, G. Laumann, J. Chisholm, L. Francis, M. McGuire, D. Borcherding, H. Smith and A. Jordan. Middle row: H. Chord, L. Martin, L. Daggett, L. Rickenbaker, J. Cosgrove, W. Howard, K. Peterson, G. Graham, B. Leonard and B. Martin. Back row: D. Callaghan, P. McNerney, J. O. Hays, R. Bungen-

When to Replace Your Filter

Don't wait for old age to set in. If your filter fails to meet these requirements it is costing you time and money . . .



New Processes, Increased Volume, a higher standard of quality . . . all these things affect, and in return are affected by your filtration system. A filter becomes old not by age, but when it cannot keep pace with changing conditions and modern drycleaning methods.

A good filter must maintain the proper capacity and clarity to service your solvent requirements at all times. It should be compact, yet ruggedly built, with a minimum of moving parts so that it is easy to operate with nothing to wear out.

The time to replace your filter is *before* your customers or workers complain. If shut-downs for repair, servicing or clean-outs are lengthy and frequent; if your old-fashioned screens have been scraped smooth or gouged; if you expand or change to the "charged" method of cleaning, or if your solvent is not always 100% crystal clear, *now* is the time to invest in a modern OLSON Tubular Screen Filter. Leading drycleaners and laundries recommend OLSON because it is the only filter with ALL these "stay new" features:

Blind Proof Performance

The OLSON Tubular Screen Filter is virtually BLIND PROOF because it filters *on the surface* of the screen. Each opening in the OLSON screen is uniform and exact in size and shape. There are no twisting paths for the liquid to follow, no crevices or ridges where filter aid and dirt can lodge. Backwashing clears the screen without blinding.

Tubular Screen Construction

The rigid, reinforced tubular construction of the OLSON screens makes it possible to use backwashing for cleaning. There's no danger of the screens buckling, bellowing, or being worn smooth or damaged by outmoded scraping. Because of surface filtering, backwashing clears the filter in a matter of seconds.

Up-Flow Circulation

"Up-flow" circulation completely eliminates any manifolds or other projections that could be a resting place for sludge. This circular styling of OLSON Filters also eliminates the need of the cross braces that hold together the sides of square filters. As a result, there are no square corners and no chance for "pile-ups" that could stop the flow or cut off the filtering area.

Expanding Filter Surface

The OLSON Tubular Screen Filter builds up additional filtering surfaces as the filtering process progresses. The filter diameter is enlarged by applying the filter aid, thus increasing the surface. The filter cake then builds up on this surface, reducing pressure build-ups and increasing the cycle duration.

Automatic Self-Cleaning

The special OLSON cone-type sludge remover makes cleaning simple and quick, without long shutdowns, without dismantling, without bags to change and without screens to scrape. By actuating the handle at the bottom of the unit, scraping knives automatically loosen all dirt, allowing the sludge to run out of the filter-cone.

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The OLSON Tubular Screen Filter is the *original* tubular screen self-cleaning filter. Its performance has been proved in many of the country's leading plants using either the "charged" or regular method, with petroleum or synthetic solvents. Available in 7 sizes to fit any installation.

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- **IODASE**—for Iodine Stains
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stock, W. Hammargren, C. Lamb, H. Hayworth, D. Wilson, D. Murdock and C. McGroarty.

Mercury Names Distributor

Mercury Cleaning Systems, Inc., Evanston, Ill., has appointed Jerome I. Hirsch as distributor of Mercury units in southern Florida. Mr. Hirsch will operate his own company under the name of Mercury Machinery Distributors of Florida, Inc., with headquarters at 7640 N. W. Seventh Ave., Miami. Mr. Hirsch has had many years of experience as sales engineer of drycleaning equipment and plant layout.

Forse Awards Shirt Units

Winners of two Forse Bantam One-Girl Shirt Units were recently announced by H. Don Forse, president of Forse Corporation, Anderson, Ind. These units were awarded in conjunction with "Your Big Profit Day" open houses held recently by Forse jobbers in approximately 60 locations throughout the United States and Canada.

The two grand prize winners were A. B. Smith & Sons, Toronto, Canada, and C. B. Bushnell, Minneapolis, Minn. In addition to these two grand prize winners, local winners at each open house received $300 credit on the purchase of two Forse machines. Television sets, electric broilers and automatic toasters were also given away.

Fulton Moves to Pulaski

In preparation for an expansion program planned for 1957, Fulton Boiler Works, Inc., has just completed moving its main plant from Oswego to Pulaski, N. Y. In addition to its 50,000 square feet of manufacturing space, the new factory has a railroad siding, truck entrances and plenty of parking space. The main building also contains a section which is being converted into new modern offices.

Australian Firm Produces Washex

R. H. Amott, Ltd., Melbourne, Australia, has announced that it is now in production of several types of Washex Combination Washer-Extractors. They are manufactured under license and from drawings furnished by the Washex Machinery Corporation, Brooklyn, N. Y.

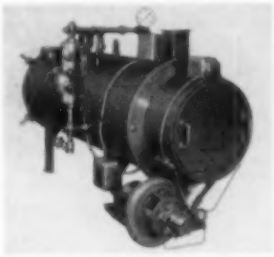
NEW PRODUCTS and LITERATURE

Continued from page 10

tings, demothing chambers, fur cleaning machinery and rotary irons. In addition, the catalog contains a series of vault layouts as well as the informational booklet, "Changing Space Into Profit."

The 1957 Haertel Catalog may be obtained upon request to Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

York-Shipley Small Models



Model SPH56-10B (10 hp.) and SPH56-15-B (15 hp.) are junior additions to the Steam-Pakette line of packaged steam generators made by York-Shipley Inc., York, Pa. The new models may be fired by either light oil or gas, or by a combination of oil and gas firing. Both generators have 49 square feet of heating surface and are available for high-pressure service only.

The new 10 hp. and 15 hp. models are of two-pass construction, which requires no baffle to divert the flow of combustion gases. The minor reduction in over-all boiler efficiency is said to be more than compensated for by the resulting lesser weight and smaller size.

Because of the comparatively small volume of this boiler, the minimum plate thicknesses required by the ASME Boiler Code allow it to be rated at a maximum allowable working pressure of 150 p.s.i.g. With larger members of this line, the maximum pressure is 125 p.s.i.g.

Additional advantages reported by the manufacturer are: small floor space and low height required for installation, foundation requirements at a minimum because of the light weight, and small-size breeching connection containing stack

switch (only a small flue vent is required).

The compact assembly of motor, blower, fuel pump and fuel line solenoid valve attaches to the supporting bracket as a single unit by means of four bolts.

Wedge pin clamps and asbestos rope sealing make it easy to remove the rear end of the boiler for inspection and cleaning.

Hi Lene Upholstery Cleaner

Hi Lene, a new, improved deodorized upholstery drycleaner, has been presented by Charles Schaub, technical director of Coastal Chemical Corporation. According to Mr. Schaub, Hi Lene is safe for all delicate and fragile fabrics including frieze, brocatelle, damask, antique satin, boucle, repps, velvet, tapestry, and mohair, to which it adds sheen. Because the product contains no water, it can be used safely even on materials that normally have a tendency to run, and it is also said to eliminate the "washed-out" look associated with wetcleaning.

Another feature of Hi Lene is its low toxicity as well as ease of use. The manufacturer suggests thorough vacuuming of the fabric and saturation with Hi Lene. A natural sponge or white brush should be used for this step. The material is then brushed with a tampico upholstery brush, and with the help of a turkish towel loosened soil is removed. The fabric is then allowed to dry.

A free sample is available upon request to Coastal Chemical Corporation, Garfield, N. J.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Tag-O-Lectric With Adjustable Pressure

With the new wide-range, sensitive rheostat for regulating printing pressure, the marker using Tag-O-Lectrics is assured of strong, clear tag printing, according to the manufacturer, Textile Marking Machine Co., Inc.

A similar rheostat adjusts the stapling pressure which gives positive, uniform operation of the precision stapler and the proper set and clinch of the special small-diameter Tag-O-Lectric Staple.

These new rheostats are conveniently placed, visibly indexed and easy to set, the manufacturer assures.

Complete literature on Tag-O-Lectrics may be obtained by writing: Textile Marking Machine Co., Inc., 2204 Erie Blvd., E., Syracuse 1, N. Y.

Plant Manager's Manual

The Vic Cleaning Machine Company is offering its customers a new Plant Manager's Manual, which gives helpful advice on business operation for the drycleaner. The guide is divided into three sections: advertising, production and accounting.

Part 1 contains advertising suggestions for the drycleaner. It discusses newspaper, direct mail, radio, TV, display and other types of advertising including neighborhood contests and pocket inserts.

Part 2 discusses in full detail methods currently in use in drycleaning plants all over the country for in-plant production. Topics covered are types of order forms, marking systems, marking tags, production routines, assembling, etc.

Part 3 is a handy outline of a simple one-book system method that can be used by any drycleaner or his outside accountant. It ties in with the classifications of accounts set up by the National Institute of Drycleaning.

The manual is available free of charge to all drycleaners using the Victone Process. Readers are invited to write for more information to the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

New Engine Preheater

To eliminate cold-weather freeze-ups and hard starting, Phillips Mfg. Co., Inc., has introduced an external tank-type engine preheater.

Available in two models—standard for automobiles, heavy-duty for trucks and heavy

GO MODERN

Install Street's Extractor-Rinse* Spray Unit...

...dilutes the 4% charge from cleaned fabrics.

*U.S. Patent No. 2,486,301 Canadian Patents No. 510,041 and No. 510,042

For details, write
R. R. STREET & CO. INC.
561 W. Monroe St. Chicago 6, U.S.A.

YR-25-A

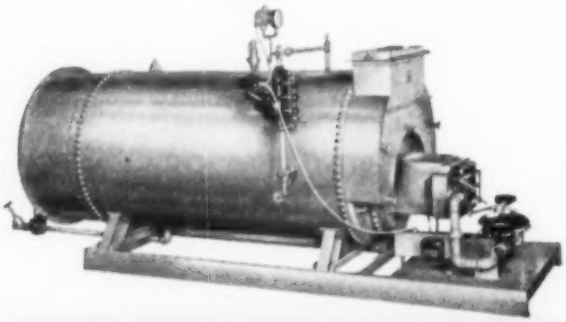
LOOKOUT

Scotch Marine Boilers

WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

"Made in eight sizes from 15 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure."



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.
MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

equipment—the unit is quickly installed on any liquid-cooled engine by connecting to the block drain.

Engineered to give quick and easy starting in below-zero temperatures, the Zero-Start incorporates an improved heavy-capacity extruded element which assures rapid warmup and long life. Circulating coolant within 20 seconds, the heater moves warm water freely throughout the entire block and into the cab heater for immediate comfort.

The Zero-Start tank heater operates off any 115-volt AC/-DC current supply and is rated at 850 (standard) and 1,300 (heavy-duty) watts.

The firm also manufactures a line of dipstick and headbolt engine preheaters. For further information write to Dept. KP, Phillips Mfg. Co., Inc., 2816 Aldrich Ave., S., Minneapolis 8, Minn.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Clinic Introduces Press

The "Easy-Matic" Utility Pressing Machine, a product of the Goldman Pressing Machine Corp., was demonstrated at a trade clinic held at the Hotel Bradford in Boston, November 10, 11 and 12.

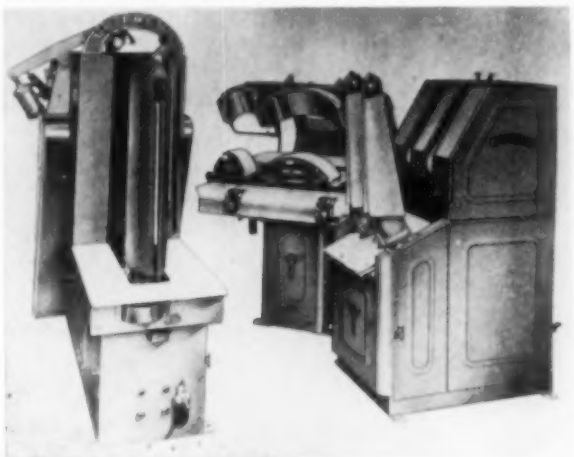
The clinic marked the establishment of a new merchandising program launched by the Goldman organization and is the first of a number of such meetings slated to be held throughout the nation.

According to the manufacturer, the new press unit features "Revac," a patented device which permits release of the head and application of vacuum at the same time. Other features include the "Tobica Table," a scratch-, burn- and stainproof plastic press table; increased clearance under the buck to permit a greater sweep of garments without friction or snagging, and aircraft-type, oilless needle bearings which are said to hold moving parts in perfect alignment while cutting down on wear-friction factors, thereby increasing speed of operation.

The units are available in three models, EZK-39, EZK-42 and EZK-45.

Further information may be obtained by writing Norman Goldman, Vice-President, Goldman Pressing Machine Corp., 400 Broadway, New York, N. Y.

One-Girl Work Shirt Unit Shown by Unipress



The Unipress One-Girl Work Shirt Unit offered by The Unipress Company is capable of producing over 100 quality-finished shirts per hour when a central folding system is used, the manufacturer states. The complete finishing job can be done in three lays.

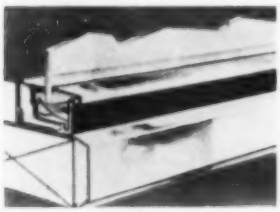
The Unipress One-Girl Work Shirt Unit consists of three machines: a Model SA press which finishes both sleeves in one lay, a Model STH which finishes

collar and cuff in one lay, and a Model BAY which finishes body, bosom and yoke in one lay and features a special attachment to eliminate the need for a separate yoke press. When finishing is completed the buck automatically returns to the original position. Collar and tail clamps automatically release, making easy removal of the shirt possible.

Gliding action, equalized pressure and highly chromed heads are features of the unit. All three machines in the unit, plus a damp box, can be fitted into a minimum of floor space.

Additional information about the Unipress One-Girl Work Shirt Unit can be obtained by writing to the Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

"Color Accent" for Stores



A new aluminum window sash incorporating a band of color to frame store fronts and show windows has been designed by Kawneer Company, Niles, Mich. Known as "Color Accent," it features a one-inch color strip that is easily inserted into a specially designed groove running along the sash facing. Interchangeable strips, made of durable vinyl laminated to an aluminum backing, come in three modern decorator colors —jonquil yellow, olive green and tile red.

The device also incorporates Kawneer's resilient-glazing feature which is said to permit greater glass-holding strength while providing sufficient resilience in the metal setting to absorb severe stress and shock.

Haertel Box Storage Plan

The Walter Haertel Company has announced a complete Box Storage Plan for the coming season's promotion. It includes attractively printed boxes, listing slips, newspaper mats, folders, hanger cards, window streamers, counter signs and other promotional items.

A Box Storage brochure, with samples of promotional material, may be obtained by writing to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

Sauber Snap Tightener

A new tool devised by the Snap-E Division of Sauber Mfg. Co. is used to repair the snap fasteners on uniforms, jackets, children's wear, pajamas and many other items of clothing. The pliers-like device works on both regular and large Dot- or Gripper-type snap fasteners.

The Snap Fastener is a product of Sauber Manufacturing Company, 157 Falls St., Virgil, Ill.

Cartoons for Ads

Cartoons and verses for use in newspaper advertising are now available in a new series of "Cleaner Toons" and verses prepared by David Lilly Advertising Agency. There are 54 cartoons in this new series and they humorously show situations suitable for a cleaner's advertising. Tie-in copy suggestions and a short punchy verse accompany each cartoon to catch reader interest.

Mats of the cartoons come in either one- or half-column size so they can fit into any size advertisement from 2 column-inches on up. The series is sold to only one cleaner in a city on an exclusive basis, the cost being based on population.

For free prints of the cartoons and complete information write to David Lilly Cartoons, Box 167, Long Beach, Calif.

Valex Rug Mothproofing

Valex insured mothproofing (patent applied for), the newest addition to the Signal Chemical Manufacturing line, enables simultaneous mothproofing and rug cleaning on location.

Valex is a concentrated insecticide which is added directly to the stock shampoo solution in the on-location scrubber-soap tank. Included with the Valex mothproofing service is a one-year warranty.

Supplied with each purchase is a promotion kit of sales aids.

For additional information, write to Valex Division, Signal Chemical Mfg. Co., Bedford, Ohio.

NEW IMPROVED '56 REEL GARMENT HOLDER

"It's All in the Reel"

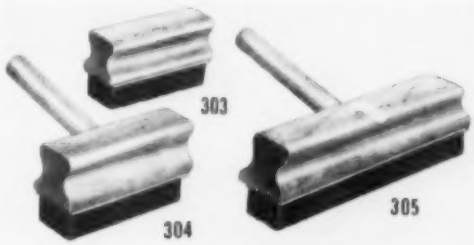
Sturdier—even more efficient and trouble free! Thumb-control button releases or retracts the 5 ft. Nylon Cord to desired length. 200 lb. strength test. Ideal for spotting board or ironing board. "The reel does it." **Only $3.95**

NEWHOUSE WONDER BRUSHES

No. 303 **$2.25**

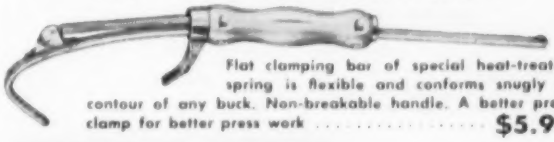
No. 304 **$2.50**

No. 305 **$4.95**

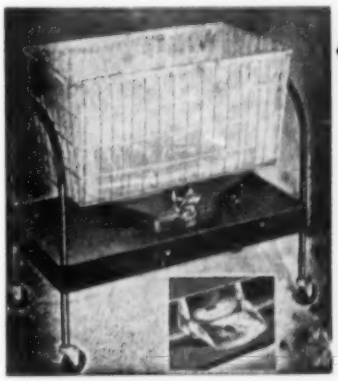


Built for years of service. No. 303 and 304 are ideal brushes for carding sweaters, furs, coats, suedes and for other uses about the cleaning plants. No. 305 is for heavier work such as blankets, robes, etc.

NEW 1956 DELUXE PRESS CLAMP



Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. A better press clamp for better press work **$5.95**



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

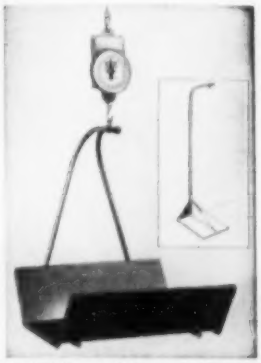
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **$39.75**

With stand add $15.00
Scale alone 18.00
Basket alone 22.00

If your jobber cannot supply you write us direct.



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

how you can improve
QUALITY

USE THE
Qualitex® PAD AND COVER

ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

GUARANTEE
The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM YOUR JOBBER TODAY

Quality products company
5760 West Grand Avenue
Chicago 39, Illinois

DRYMASTER
DRYING CABINET

Features exclusive Heatmaster heating unit with Hopkins Turbo-duct up-draft system. Triple "aircel" insulation. Sturdy hardware. Sliding or swinging door available.

Write for catalog and prices.

Hopkins
EQUIPMENT CO.
HATFIELD, PA.

PEOPLE AND PLACES

NORTH CENTRAL

A drycleaning establishment has been opened at 112 S. Superior St., Albion, Mich., by Betty Schmitt.

Richard K. Byrd has purchased Reeves and Handy Cleaners, 57 E. Locust St., Shelbyville, Ind., from James Reeves. The name has been changed to Byrd's Quality Cleaners.

Famous Cleaners has opened its seventh unit, at 23242 Van Born Rd., Dearborn, Mich.

A drycleaning establishment has been opened at 2 N. Main St., Mt. Vernon, Ohio, by Raymond J. Poynter.

Edith Walden's Certified Cleaners has leased the recently completed building at 8506 Olive St., St. Louis, Mo.

Harry S. Von Holten, owner of Chief Illini Cleaners, 406½ E. University Ave., Champaign, Ill., has announced the purchase of Kwality Cleaners from H. J. Atchinson. The establishment will be operated from the Illini address.

A drycleaning establishment has been opened at 119 N. Washington St., Crawfordsville, Ind., by W. H. Brock, Ernest Collins and George Treece.

Robert Jones has leased LeRoy (Minn.) Dry Cleaning from L. L. Garnant.

A drycleaning establishment has been opened at 10 E. Central Ave., Villa Park, Ill., by Don Hafer.

A storage vault has been added at Modern Cleaners, Holdrege, Neb.

Bernie Skadburg, operator of Eagle Cleaners in Eagle Grove, Iowa, has leased property in Goldfield for the establishment of a drycleaning business.

L. Corey Tailor and Cleaning Shop, 904 Chalmers, Detroit, Mich., has been acquired by LaChristy Cleaning, Tailor and Furrier.

New drycleaning equipment has been installed in Habit Cleaners, Berne, Ind., owned by Ralph Beer.

A drycleaning establishment has been opened at 54 W. Main St., Ashland, Ohio, by Alfred Jay Fischer.

John and Barbara Mahaney, owners of Perry (Mich.) Dry Cleaners, have opened Mahaney's Cleaners, 142 W. Grand River in Williamston.

SOUTH WEST

Charles R. Wiley has repurchased Bonita Cleaners, Monrovia, Calif., from Carl Walter, to whom he had sold it several years ago.

Willard's Cleaners is now located in a new modern building at 1314 Georgia St., Vallejo, Calif. Willard Jensen is the owner.

Irving and Frances Friedman have announced that they are now conducting Balboa Cleaners, 7544 Balboa Blvd., Van Nuys, Calif.

Mr. and Mrs. James C. Steward have purchased B.S.C. Cleaners, 110 Hillcrest Blvd., Millbrae, Calif., from Ted Gourlay.

Gigantic Cleaners and Laundry has opened a branch in the Mar-Lee Shopping Center, 4267 W. Florida Ave., Denver, Colo. Leonard and Stanley Orlin are the owners.

Notice has been given of the intended sale of Sav-Mor Cleaners, 17269 Vanowen St., Van Nuys, Calif, by Robert and Ray Abrams to Louis and Erna A. Brody.

Gordon Stover has purchased Scarborough Cleaning Co., 207 W. Mulberry, Kaufman, Tex. The establishment is being extensively remodeled.

Notice has been given of the intended sale of Exclusive Cleaners & Tailors, 1751 W. Adams Blvd., Los Angeles, Calif., by Zachary Berger to Albert F. Eurengy.

Phillip V. Fleming has opened a drycleaning establishment at 832 Nelson Dr., Derby, Kans.

Mrs. Florelle Burks has leased City Cleaners, Royse City, Tex., from Mrs. Pinto Taylor.

Mr. and Mrs. Antwine Burnett have reopened the drycleaning establishment at 324 Main St., Weed, Calif., formerly known as Shastina Cleaners.

M. Studner has opened a dry-cleaning establishment at 328 Ave. I, Redondo Beach, Calif.

Victor Liss has given notice of intention to sell Majestic Cleaners, 8404½ W. Third St., Los Angeles, Calif., to Bert Shuman.

Harlow Sprouse has opened Sprouse Cleaners in the Ivy Bldg., Vega, Tex.

New equipment has been add-ed at City Cleaners, Goldthwaite, Tex., it was announced by Lucy B. Miller and Elizabeth Hamrick.

New Method Cleaners and Shirt Laundry has opened a new drive-in at 2600 W. Alameda Ave., Denver, Colo.

Mr. and Mrs. Frank Shultz leased the cleaning establishment at 310 W. Main St., Madison, Kans., from Jack Williams and will operate the business as F & H Cleaners.

Frank Meadows has given no-tice of intention to sell Marquis Cleaners, 12818 Victory Blvd., North Hollywood, Calif., to Carl E. Anderson.

LaCava's Cleaners, Magnolia at Hemphill, Fort Worth, Tex., has been purchased by C. A. Stivers and R. B. Willis from W. B. LaCava. The new owners also own and operate Ridgevale Laundry and Cleaners in Ridglea.

NORTH EAST

Michael Petrocaro of Pleasant Cleaners & Dyers, 1460 43rd St., North Bergen, N. J., has opened a new store at 46 Bergen Ave., Jersey City.

T. E. Daley has purchased Scott's Super Cleansers, 48 Eastern Ave., Lyndonville, Vt., from Walter A. Scott.

J & J Cleaners has opened a new plant and office in the former Citizen's Laundry Bldg., Maine and Dunlap Sts., Brunswick, Me. Business will continue to be conducted at the old location, Maine and School Sts., as well as in the new building.

A storage vault has been added at Balfurd, Inc., 307 W. Beaver, State College, Pa.

Pierre George and Janet Gini-visian have opened a drycleaning establishment at 1198 Broadway, Somerville, Mass.

Naphtally Glass has opened a drycleaning establishment at 388 Main St., Winstead, Conn.

A storage vault has been added at Ricketts, Inc., Ballston Spa, N. Y.

Notice has been given of the intended sale of Larson's Dry Cleaners, 12201 Wilshire Blvd., Los Angeles, Calif., by John D. Irvin to Bill F. Bailey.

An open house was held re-cently at Star Dollar Cleaners, 194 Irwin St., Phillipsburg, Pa., by brothers Michael, Thomas and Columbus Falcinelli. In addition to the plant, the firm has stores in Phillipsburg, Bangor, Pen Argyl and Nazareth.

A drycleaning establishment has been opened at 3333 Connecticut Ave., Washington, D. C., by Daniel Rachefsky.

A drycleaning establishment has been opened at 74 Park Pl., Morristown, N. J., by Joseph Pierkarski. This is Mr. Pierkarski's second store in Morristown.

C. Lobert Klotz has purchased a drycleaning establishment at

Why pay for TWO...when ONE will do?

GROSS STAR

ALL ALUMINUM SINGLE PLATE

Needs No Liner

DOES MORE at LESS COST

- SAFELY presses ALL fabrics
- No Liner Needed
- Won't "Nickel" Mark
- Holds proper heat
- Won't "Shine"
- Costs less — lasts longer

You'll get Less if You pay More than $16.85 up to 46"
over 46" — $21.75
mushroom — $12.50

FROM YOUR JOBBER...LOOK FOR THIS FAMOUS NAME PLATE

GROSS STAR GRID PLATE "for Better Pressing"
MFD BY L. BEHRSTOCK CO. 1708 S. STATE ST
CHICAGO 16, ILLINOIS TEL. DAnube 6-6022

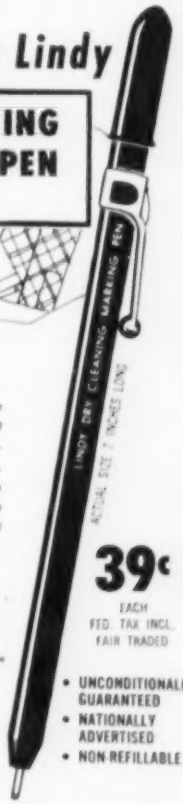
new Lindy

DRY CLEANING MARKING PEN

461

Good for over 100,000 marks!
No bother or fuss with refills!

Perfect counter and desk pen for dry cleaning plants or offices. Permanent black ink, non-transferable, non-smudging . . . meets U.S. Govt. Spec. TT-I-562. Designed and engineered to eliminate writing fatigue. Long point permits you to SEE your markings as you write. Giant ink supply.



Lindy . . . America's Favorite PEN Name

Same pen with nickel-plated chain for counter & desk use . . . #462
79¢

39¢ EACH
FED. TAX INCL.
FAIR TRADED

- UNCONDITIONALLY GUARANTEED
- NATIONALLY ADVERTISED
- NON-REFILLABLE

manufactured by
THE LINDY PEN CO., INC.
Los Angeles 16, California
Dept. N-1

FORMULA 101

PRE-SPOTS ALL PILE FABRICS, COLLAR-CUFF SOIL LINES . . . SAFELY!

- Moves difficult stains from problem fibers.
- Used on board, wet or dry side.
- Moves crease-mark soil from Orlon Dynel.
- No affect on charge, for all systems.

WRITE DIRECT OR ASK YOUR JOBBER

FUR-FEEL CORPORATION
312 Seventh Avenue New York 1, N. Y.

Get the Facts about
Speed Check
POWER-FLOW
CONVEYORS

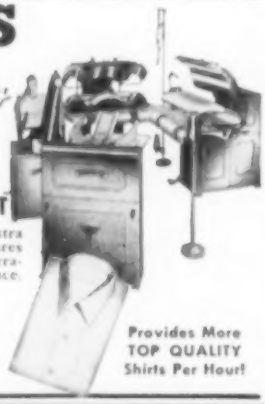
BUILT-IN RETURN SAVES HALF THE COST

Jobber Inquiries Invited

WRITE:
The SPEED CHECK CO., Inc.
P. O. Box 6131, Sta. H, Atlanta 8, Ga.

UNIPRESS
Comet
1 OR 2 GIRL
SHIRT FINISHING UNIT

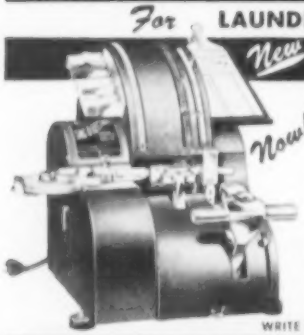
Speeds up production, cuts down on extra equipment investment. Advanced features assure top quality shirt finishing. Easy operation . . . simple design . . . saves floor space. Write for complete details.



Finer Finishing Faster with
The UNIPRESS Co.
2814 Lyndale Avenue
Minneapolis 8, Minnesota

Provides More TOP QUALITY Shirts Per Hour!

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE
For LAUNDERERS AND CLEANERS
New TAG-O-LECTRIC



Now!

Rheostat controls for consistently strong clear printing; and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE for FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.
2204 Erie Blvd. E. Syracuse 1, N. Y.

40A W. Orange St., Lancaster, Pa., from Richard E. Strantz.

Mr. and Mrs. Anthony Trunzo have purchased Seifner Cleaners, State St., Baden, Pa. The firm will be known as Trunzo's Cleaners.

King's One Hour Cleaners has been opened at 136 Main St., East Orange, N. J., according to Joseph Hallak, manager.

A drycleaning establishment has been opened at 277 Main St., Holyoke, Mass., by Leo L. Cantin.

Freedman Dry Cleaning Enterprises, Inc., has taken space in the Latham Shopping Center, Albany, N. Y., now under construction.

A certificate has been filed for the conduct of The Hub, One Hour Dry Cleaning, 166 Brighton Ave., Beaver, Pa., by Marguerite and Joseph C. Moye.

Ralph Ruggiero, Leonard Malter and Morris Maltz are the new owners of Frager's Cleaners and Dyers, 112 Liberty St., Newburgh, N. Y.

A drycleaning establishment has been opened at 131 Main St., Woonsocket, R. I., by Samuel R. Aaron.

A drycleaning establishment has been opened at 3506 Park Ave., Weehawken, N. J., by M. Sternberg and Ben Jackson.

Kent Cleaners has taken space in the Commack Shopping Center on Jericho Turnpike, Garden City, N. Y.

Aristo Dry Cleaners and Dyers, Inc., has been opened in the new shopping center at Langley Park, Washington, D. C.

NORTH WEST

Glendale Cleaners, Grants Pass, Ore., has been moved to the building occupied by Glendale Laundry on Pacific Ave. The laundry plant is owned by the cleaning firm.

A drycleaning concern has been established at 530 N. E. Garden Valley Blvd., Roseburg, Ore., by Morris Corderman.

A grand opening was held recently at Carey Avenue Drive-In Dry Cleaners and Laundry, Cheyenne, Wyo., it was announced by Steve Larchik, owner. The newly remodeled plant formerly operated as Zephyr Cleaners.

Palace Cleaners, Scio, Ore., has been moved to new quarters in the Ewing Bldg. The establishment is operated by Burr and Faith Harding.

Walhalla (N.D.) Cleaners has been opened by Joe Murphy in the Karel Bldg.

A building permit was issued recently to Skopil's for construction of a new drycleaning establishment at 2605 Willamette, Eugene, Ore.

Stacey Cleaners, Portland, Ore., has opened Store No. 19 in the Luther Stop and Shop Center in Gresham, according to an announcement by J. T. Stacey.

Kennedy Cleaners has taken space in a new shopping center to be constructed at River Rd. and Cherry Ave., Salem, Ore.

SOUTH EAST

Leo Glasser has opened a drycleaning establishment at Jake's Shopping Center, Cocoa Beach, Fla.

Mr. and Mrs. Henry Young have opened Young's Cleaners on the Mt. Pleasant Pike, Columbia, Tenn.

O. K. Batte Cleaners has opened a branch in the Maywood Mart, Jackson, Miss. The plant has headquarters at 430 W. Capitol and a pickup station on N. West St.

A grand opening was held recently at Redland Cleaners & Launderers, 405 N. Flagler Ave., Homestead, Fla.

A drycleaning establishment has been opened at Second and Pine Sts., Newport, Ark., by W. D. Paige.

New York Cleaners, operated by A. Megaloudis, and located at 119 Tarpon Ave., Tarpon Springs, Fla., has been remodeled. New equipment has also been installed.

Willow Lawn Cleaners has been opened in the new Willow Lawn Shopping Center, Richmond, Va.

Jennings G. Harris has opened a drycleaning establishment at 985 S. Orlando Ave., Winter Park, Fla.

William Zachman of Rainbow Cleaners, 122 N. Second St., Danville, Ky., recently announced he has purchased the interest of Jasper Toombs in the firm.

DOMINION of CANADA

Southampton Cleaners, Chesley, Ont., has been moved to larger quarters on High St.

MacIntosh Cleaners has opened a new drive-in at 130 Victoria S., Kitchener, Ont. Other locations are at 18 Frederick and 1314 King E., Kitchener; 66 King S., Waterloo, and 132 Wellington, Preston.

Port Arthur (Ont.) Save-Way Cleaners Ltd. was damaged by fire recently, causing extensive damage to the interior of the building and destroying a quantity of clothing.

MEETINGS SCHEDULED

January 18, 19 and 20—Michigan Institute of Drycleaning, Annual Convention, Detroit-Leland Hotel, Detroit

January 19 and 20—Minnesota Institute of Laundering and Cleaning, Annual Convention, Nicollet Hotel, Minneapolis.

January 19, 20, 21 and 22—National Institute of Rug Cleaning, Annual Convention, Roosevelt Hotel, New Orleans, Louisiana.

January 21 and 22—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Chateau Laurier Hotel, Ottawa, Ontario, Canada.

January 22 and 23—South Carolina Association of Launderers and Cleaners, Annual Convention, Fort Sumter Hotel, Charleston.

January 25, 26 and 27—Louisiana Laundry & Cleaners Association, Annual Convention, Shreveport.

January 26—New Jersey Laundry & Cleaning Institute, Annual Convention, Essex House, Newark.

January 26 and 27—Oklahoma Association of Drycleaners, Annual Convention, Huckins Hotel, Oklahoma City.

February 14, 15 and 16—Utah State Cleaners Association, Annual Convention, Ben Lomond Hotel, Ogden.

February 22, 23 and 24—Iowa State Cleaners and Dyers Association and **Nebraska** Cleaners and Dyers Association, Joint Convention, Fort Des Moines Hotel, Des Moines, Iowa.

March 7, 8, 9 and 10—National Institute of Drycleaning, Annual Convention and Exhibit, Atlantic City, New Jersey.

Continued on page 104

41 YEARS with the DRYCLEANING INDUSTRY
INSURANCE AT COST!
NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
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PUSH BUTTON OPERATION
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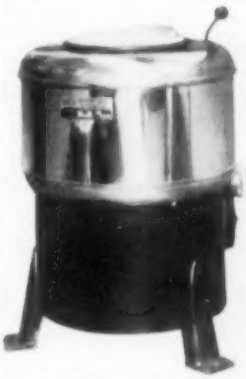
Contact P & H Industries, Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.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now featuring "ExtrAction"
See your dealer for details.
Models available in 10, 15, 25, 50 lb. capacity.
BOCK LAUNDRY MACHINE CO.,
Toledo 2, Ohio

YOU PROFIT FROM OUR EXPERIENCE!
Save time, money, trouble laundering shirts through H-K's technical help and 106 years' experience. Full line of laundry and dry-cleaning supplies. Nation-wide service. Send for free booklet, "Better Way Washing Talks."
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These helpful booklets

Can Show YOU HOW To:

- ***Solve special problems***
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- ***Make more money***

1. **"How To Clean Cotton Rugs"** ..... $ .25
2. **"Manual for Training Silk Finishers"** 1.00
3. **"The Laundry Primer"** ..... .50
   ABC's of washroom operation
4. **"Storage for the Drycleaner"** ..... .50
5. **"Guide to Plant Layout"** 1.00
   making the drycleaning plant more efficient
6. **"How To Train Finishing and Folding Operators in the Laundry"** 1.00
7. **"Manual for Training Wool Finishers"** ... 1.00
   the complete job on all types of garments
8. **"Guide to Construction and Remodeling of Drycleaning Plants"** 1.00
9. **"How To Build a Greater Demand for Your Professional Laundry Services"** 1.00
10. **"Advertising That Builds and Holds Laundry Business"** 1.00
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    complete textbook on cleaning, repairing and remodeling furs.
12. **"Legal Decisions for the Drycleaner"** 2.00

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N-1

NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.
Send books indicated below.
My check for _____ is enclosed.

1	2	3

4	5	6	7	8	9	10	11	12

Name _____

Firm _____

Street _____

City _____ State _____

INCREASE PROFITS WITH

BERLOU

MOTHPROOFING SERVICE

Since 1930; used by MORE professional mothproofers than all other mothsprays combined. Mail this ad with your letterhead for your copy of Berlou's Profit Builder Plan. Berlou Mfg. Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

Continued from page 103

March 26, 27 and 28—Texas Laundry and Drycleaners Association, Golden Jubilee Convention, Baker Hotel, Dallas.

OBITUARIES

Bernard S. Grossman, 58, former operator of a drycleaning establishment in Zanesville, Ohio, died recently. Mr. Grossman was a member of the Eagles, Zanesville. He is survived by his son and mother.

Jack W. Harrison, 49, owner of Cash & Carry Cleaners, Milwaukee, Wisconsin, died recently from injuries suffered in a fall. He is survived by his wife.

Antonio Manfredi, 37, owner and operator of Manfredi Dry Cleaning Company, Youngstown, Ohio, died of a heart attack recently. Surviving are his wife, daughter, son and father.

Harry Roberts, 45, retired operator of Spic and Span Cleaners, West Springfield, Massachusetts, died of a heart attack recently. Mr. Roberts operated the drycleaning establishment for 29 years until his retirement four years ago. He was a member of Esoteric Lodge F&AM, Melha Temple and Shrine, and the Independent Order City of Homes Association. He is survived by his wife and two sons.

Wiley Jack Smith, former operator of Jack Smith Dry Cleaners, Bedford, Indiana, died in Saint Petersburg, Florida, recently. Mr. Smith had been living in Florida since 1946 after selling the drycleaning establishment. He is survived by his wife.

Ivan M. Tull, one of the well-known pioneers of the drycleaning industry, died of a heart attack at Victoria, Texas, on November 26. Mr. Tull was general manager of the National Association of Dyers and Cleaners, now the National Institute of Drycleaning, from 1922 to 1928. He left the Association in 1928 to become vice-president and sales manager of the Hopkins-Tull Machinery Company, Elkins Park, Pennsylvania. From 1942 to 1944, he was chief of the laundry machinery distribution section of the War Production Board. For a number of years he represented Johnson Equipment Company, San Antonio, Texas.

William Nicholas Vitullo, operator of Vitullo Dry Cleaners, Saranac Lake, New York, died recently. He is survived by his wife and son.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 226TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

DYEING PLANT—old-established, modernly equipped for rugs, garments, industrial production. Will sell half or whole to capable working partner on easy terms. **ADDRESS,** Box 7807, **NATIONAL CLEANER & DYER.** -2

Will sell modern-equipped cleaning plant, pleasant northern Indiana location, fur vault, 30-year quality reputation, $1.40 base price, Butler washer, $60,000 volume, 70% across counter, well worth $43,000. Terms of lease to be arranged during purchase negotiations for business and equipment. **ADDRESS,** Box 7822, **NATIONAL CLEANER & DYER.** -2

NORTH CENTRAL ILLINOIS COUNTY SEAT. Volume $30,000. Established 42 years. Strictly retail. Good building, equipment and prices. Owner retiring. **ADDRESS,** Box 7845, **NATIONAL CLEANER & DYER.** -2

WISH TO RETIRE—stable business established many years. Fully equipped new Detrex unit, new truck. A-1 location. Average price $1.75. Present minimum profit $12,000, price $35,000, $15,000 down. Middle eastern New York State. **ADDRESS,** Box 7933, **NATIONAL CLEANER & DYER.** -2

Solvent plant with strong soap rinse and humidity controls—$27,000 gross—all cash-and-carry—$14,000 with $7,000 down. Long lease—real estate not included—only plant in town of 4,000. Modern Cleaners, Otsego, Michigan. 7935-2

For Sale—Small solvent drycleaning plant. Ideal for couple. Building five years old, established 10 years. No parking problems. Ideal location. Only plant in town. Annual volume $20,000 cash-and-carry. Located in Michigan. **ADDRESS,** Box 7903, **NATIONAL CLEANER & DYER.** -2

Modern drive-in solvent and synthetic plant doing $100,000 plus volume. Top quality on main street of northeastern Ohio boom city of 60,000. Fur and woolen storage, shirt laundry, hats, etc. All in modern 12-year-old building. Wish to retire. Sell with or without real estate. **ADDRESS,** Box 7904, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES DRYCLEANING BUSINESS. Long-established concern, doing yearly volume of $270,000. High-class retail. Excellent clientele. Terms. Business can be expanded. Contact W. Ross Campbell Business Investment Co., 712 South Spring Street, Los Angeles 14, California. 7747-2

For sale, **BUFFALO, N. Y.** One-Hour drycleaning plant, all cash-and-carry, good location and business. New equipment including Prosperity 28 lb. cleaning machine, Columbia 15 hp. boiler and all other machinery. Owner retiring. Asking price $25,500. **ADDRESS,** Box 7910, **NATIONAL CLEANER & DYER.** -2

FLORIDA—MODERN SYNTHETIC. GOLD COAST NEAR NEW PRATT-WHITNEY PLANT. GROSS OVER $40,000 STRICTLY RETAIL, TERMS. ADDRESS, Box 7926, **NATIONAL CLEANER & DYER.** -2

For sale: **MODERN DRYCLEANING PLANT,** choice location in Southern California's most famous shopping center. Yearly gross $73,000. **ADDRESS,** Box 7925, **NATIONAL CLEANER & DYER.** -2

FLORIDA gold mine: Beautiful drive-in solvent plant, launderette, shirt unit, 90% cash-and-carry. $65,000, $25,000 down. **ADDRESS,** Box 7922, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant and retail store, business section, Eastern city, handles university, convent and seminary cleaning. Rent $60, lease. 1955 sales $20,000, selling due to auto accident, priced right. Apple Company, Brokers, Cleveland 15, Ohio. 7955-2

CLEANING PLANTS FOR SALE (Cont'd)

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over $40,000 gross business. Price $59,000 with real estate. **ADDRESS,** Box 7956, **NATIONAL CLEANER & DYER.** -2

For sale: Completely modern solvent plant in southern Wisconsin. Volume $50,000 per year. A terrific deal while it lasts. For information write. **ADDRESS,** Box 7939, **NATIONAL CLEANER & DYER.** -2

Small petroleum and synthetic plant. Only plant in county seat town of 5,000. Base price $1.40. A gold mine for two and helper. Can be purchased with or without real estate. **ADDRESS,** Box 7941, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT: Southwest Tennessee. Big profits. Established 25 years. Good location. Modern building and equipment. Opportunity. Department 8286.

CLEANERS AND LAUNDRY AGENCY, LOS ANGELES, CALIFORNIA. Well-established and equipped, with good profits. Owner retiring. Department 23854.

DRYCLEANING, Southwest Colorado. Excellent location! No competition! Complete service. Laundry agency. Lifetime opportunity! Investigate! Department 23864.

DRYCLEANERS, PHILADELPHIA, PA. Well-established, five locations, opportunity for expansion. Owner other interests. Department 42311.

DRYCLEANING PLANT, RETAIL OUTLETS, LAUNDRY. Central Indiana. 14 outlets and complete plant. $162,000 gross! Excellent potentials. Retiring. Lifetime opportunity! Department 62095.

SELF-SERVICE LAUNDROMAT: EAST CENTRAL INDIANA. Big profits. Ideal location in center of town. Contains 18 automatic washers. Modern building. Low sales price. Investigate. Department 62102.

CHARLES FORD AND ASSOCIATES, Inc., 6425 Hollywood Boulevard, Los Angeles, Calif. 7942-2

DENVER, COLORADO. Booming suburb. Old-established drycleaning plant and equipment. $15,000. Gross $20,000. Good lease or sell real estate. Sacrifice for health reasons. Terms. **BIEVIER,** 3509 South Broadway, Englewood, Colorado. 7948-2

Modern, fully equipped solvent plant, in fast-growing central Florida city of 40,000 plus. Ideal climate. All equipment in A-1 condition, grossing more than $40,000, established 30 years. Lease and options up to 20 years on building, owner must retire, an absolute steal for cash. **ADDRESS,** Box 7951, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Modern solvent plant. $35,000 annual volume. Truck, good equipment, well located, Chattanooga, Tennessee area. Price $28,000, $15,000 down. Ideal for man and wife, can net $8,000 to $9,000. **ADDRESS,** Box 7959, **NATIONAL CLEANER & DYER.** -2

FOR SALE, well-equipped drycleaning store in shopping center. 15 x 70' area with basement. Located northern New Jersey. Equipment—Detrex unit, filter, distiller, 2 presses, 1 Columbia boiler. Good lease. Sacrifice price—with terms. **ADDRESS,** Box 7957, **NATIONAL CLEANER & DYER.** -2

Drycleaning—excellent East Side location in Manhattan, New York. High-class clientele. Established 30 years. Retiring due to age. Yearly $20,000—price $6,000. **ADDRESS,** Box 7960, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

WANTED TO BUY: MEDIUM-SIZE PLANT IN MIDWEST OR WEST—STATE PARTICULARS. ARTHUR WESTERBERG, 3845 J., LINCOLN, NEBRASKA. 7930-1

WANTED TO BUY drycleaning plant, laundry or both combined in state of Florida. **ADDRESS,** Box 7938, **NATIONAL CLEANER & DYER.** -1

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, $13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to $10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course $75. Empire Institute of Tailoring, 422-A East Fifth St., Hazelton, Pa. 7189-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 680 Smith St., Brooklyn 31, N. Y. 3371-14

Salesman wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

DISTRIBUTORS-JOBBERS for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.,** Manufacturers of Wire Coat Hangers. 5669-14

OPPORTUNITY KNOCKING! FIELD SALES REPRESENTATIVES—Outstanding manufacturer drycleaning equipment has opening for one or two well-qualified men to work as direct factory representatives in training and working with established distributors on product application, sales promotion and service. Successful sales experience important, preferably with equipment. Send complete resumé and photograph. Our personnel know of this advertisement. **ADDRESS,** Box 7932, **NATIONAL CLEANER & DYER.** -14

FACTORY SALES REPRESENTATIVE for leading drycleaning machinery line, New York State territory. Equipment sales experience desirable but successful field service background with strong sales interest and aptitude will be considered. Write complete summary of training, experience and employment record. Include snapshot. Our employees know of this advertisement. **ADDRESS,** Box 7931, **NATIONAL CLEANER & DYER.** -14

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 12th of the month preceding that in which the advertisement is to appear.

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES, 4 Commercial Street, Malden 48, Mass.** 7577-25

HELP WANTED

WORKING MANAGER for drive-in drycleaning and shirt laundry plants. Thorough knowledge synthetic operation, must be able to take full charge—train pressers, spotters and handle store clerks. Immediate opening, well-established, fast-growing company New Jersey area. Please state age, present employment, personal and business references, experience, education, income requirements. Enclose recent snapshot. All replies confidential. **ADDRESS,** Box 7779, **NATIONAL CLEANER & DYER.** -7

PRESSER, ALL 'ROUND—quality and production, capable of completely finishing garment. State particulars first letter including requirements and qualifications. Steady job, long established firm. Towne Cleaners & Dyers, 781 Madison Ave., Albany, N. Y. 7894-7

EXPERT QUALITY SPOTTER, capable of managing small plant. Must understand equipment maintenance, including new Detrex unit. Bonus or commission besides salary for right man. **ADDRESS,** Box 7895, **NATIONAL CLEANER & DYER.** -7

Manager for small, well equipped solvent plant. Maximum $1,000 per week. Give age, experience, salary and references if possible. Avery's Cleaners, 22 Columbus St., Princeton, Ill. 7846-7

PROGRESSIVE MANAGER, for New England's most modern plant, who has proven ability in laundry, cleaning and sales. Salary commensurate with your ability, $8,000 up. J. A. Baggott, Country Club, Inc., Warren, R. I. 7851-7

PACKAGE-PLANT MANAGER, WORKING FOREMAN. Do you want a better position with security and a future in Ohio, Indiana, or Michigan? In new air-conditioned, modern, Prosperity-equipped plants. Starting salary $100 per week plus 10% bonus before taxes. Make applications now. Send late picture with letter of application. To qualify one must be experienced in handling help, spotting, pressing, and able to train others. **LA FRANCE DRYCLEANERS, INC.,** 64 South Fruit Street, Youngstown, Ohio. 7921-7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

PROGRESSIVE MANAGER for modern laundry and drycleaning plant, central New York. Outstanding opportunity with good salary and possibility of purchasing half interest for man who can qualify. Old-established plant doing profitable business in fast-growing community. **ADDRESS,** Box 7915, **NATIONAL CLEANER & DYER.** -7

Expert silk and wool spotter for quality synthetic plant. Must be steady sober worker. References required, steady position, good salary guaranteed. Write Ralph Moore, 5222 Forbes St., Pittsburgh 17, Pa. 7950-7

LAUNDRY-DRYCLEANING CHAIN SUPERVISOR. POSITION IN EUROPE, 2-YEAR CONTRACT, $6,250 START. Unusual opportunity for man with minimum 5 years experience supervising laundry and/or drycleaning chain. Position requires extensive travel throughout western Europe. Applicant must be thoroughly familiar with all phases of laundry and drycleaning plant procedures. Must be able to advise plant managers on layout, work methods, supplies, equipment, etc., and be able to write procedural manuals. Applicants must be U. S. citizens, high school graduates, able to pass physical examination. Prefer man with knowledge of German. Reply giving age, education and experience. Box 1984, 125 West 41 St., New York 36, N. Y. 7943-7

WANTED—Superintendent for drycleaning department in modern plant, central New York. Must be capable of handling production and instructing employees in all departments. Excellent opportunity for qualified man. **ADDRESS,** Box 7958, **NATIONAL CLEANER & DYER.** -7

SITUATIONS WANTED

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. **ADDRESS,** Box 7917, **NATIONAL CLEANER & DYER.** -5

Would like connections in Mercury cleaning plant or similar in southern Tennessee. Could do cleaning and spotting, plant doing $1,000 per week. Sober, family man, have specialized silk spotting, charge cleaning room. No drifter. **ADDRESS,** Box 7918, **NATIONAL CLEANER & DYER.** -5

Young man 24 years of age desires steady position with opportunity for advancement in medium or large plant. Three years experience. Graduate of general and management courses of NID. Willing to work hard. Interested in modern and efficient plant. Prefer New York City or vicinity. **ADDRESS,** Box 7953, **NATIONAL CLEANER & DYER.** -5

PLANT MANAGER'S POSITION WANTED. 25 years experience in all departments of drycleaning. Age 42, married. Prefer East or Northeast. ADDRESS, Box 7944, NATIONAL CLEANER & DYER. -5

Manager, middle-aged (New York) has a broad veteran's practical experience in the drycleaning and laundry field. Administration, management, sales and production efficiency, etc. Desires position or association. Will accept in U. S. or foreign. **ADDRESS,** Box 7934, **NATIONAL CLEANER & DYER.** -5

Working superintendent or manager, capable instructor, all departments of quality work and production. Thirty years experience. Sober, best of references. **ADDRESS,** Box 7945, **NATIONAL CLEANER & DYER.** -5

BUSINESS SERVICE

P. S.
YOU CAN CLEAN FURS
WITH FUR-FEEL CHEMICALS
7929-10

DIRECT-MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **CLEANER TOONS and verses.** For FREE proofs write **DAVID LILLY CARTOONS,** Box 167, Long Beach, Calif. 7520-10

Printers for tailor sales books—drycleaners route books—automatic laundry tickets—letterheads and envelopes. For orders $40 or more, we prepay freight charges. Free samples. Write to M & F Printing Co., P. O. Box 102, Station "W," Brooklyn 11, N. Y. or call STagg 2-7246. 7702-10

SUEDE AND LEATHER SERVICE

COLE LEATHER CLEANERS OF AMERICA: FOR OVER 40 YEARS WE HAVE BEEN CLEANING LEATHER AND SUEDE GARMENTS, GLOVES, HAND BAGS AND LEATHER LUGGAGE FOR THE TRADE. EVERY GARMENT CLEANED AND REDYED—ALL LININGS HAND FINISHED—A PERFECT JOB EVERY TIME—JACKETS $5.00—COATS $10.00—GLOVES (Short) 50¢. WE OPERATE A COMPLETE REPAIR DEPARTMENT. COLE LEATHER CLEANERS OF AMERICA, "Dept. N," 1287 SECOND AVE., NEW YORK 21, N. Y. PHONE LEHIGH 5-0250. 5968-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. Member of S.I.R.A. 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS,** 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

Suede and Leather cleaned and refinished—Jacket $3.50, Topper, $5.00, Coat, $6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

LANO-TEX. Your customers must be pleased with our custom leather cleaning. Rapid service on Cape, Kid, Suede or Grain. Texas Suede Cleaners, 353 W. Josephine St., San Antonio, Texas. 7864-13

CERTIFIED LEATHER SERVICE—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE,** 216 County St., New Bedford, Mass. 7919-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. Jackets—$5, coats—$10. **LaFRANCE DYE HOUSE,** 946 Shelby St., Youngstown, Ohio. 7947-13

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable "**BERGER DAMAGE REWEAVING**" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "**BERGER DAMAGE REWEAVING COMPANY,**" 765 Madison Ave., New York 21, N. Y. 5966-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly rewoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1189 MADISON AVENUE, NEW YORK CITY 28.** 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 413 Race St., Cincinnati 2, Ohio. 7369-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 413 Race St., Cincinnati 2, Ohio. 6066-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY,** 1010 Republic Building, Chicago, Illinois. 5470-29

"**40% PROFIT WITHOUT INVESTMENT.**" Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: MAFFE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 32, N. Y. 7854-29

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Dyeing Is Our Business—"Science in the **Art of Dyeing"** by the **South's** most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.** 7638-12

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

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KRAN-MER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACCOUNTS SOLICITED. 7027-12

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SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, **MEXICO 7, D. F., MEXICO.** 5703-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 7675-3

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305 East 45th Street, New York 17, N. Y.

MACHINERY WANTED (Cont'd)

WANTED: PETROLEUM STILL, 25 or 50 GALLON. George Crouch, Canton, Missouri. 7949-3

Wanted: Used 48" motor-driven extractor, in good condition. Real French Cleaners, Inc., Hummels Wharf, Pennsylvania. 7946-3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV 9-6585. 7674-4

BOILERS—HIGH-PRESSURE: We carry a large selection of ASME National Board high-pressure boilers—gas, oil, coal-fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition; sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY,** 31 E. Congress, Chicago, Ill. 7742-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of PENN CLEANERS, 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOP EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

For immediate sale: 1—48" extractor with stainless steel basket, motor driven new curb and cover. 1—3,200 G.P.H. Butler Filter with Viking pump. **WRITE OR CALL JENSEN MFG. CO., PALMYRA, NEW JERSEY, MARKET 7-1403.** 7877-4

SIXTY-POUND PERK PANTEX SYNTHETIC CLEANING UNIT. COMPLETE WITH FILTER AND STILL—220 VOLT, SINGLE PHASE, EXCELLENT CONDITION. $3,500. WOODLAWN CLEANERS, 2215 E. 75th Street, Chicago 49, Illinois. 7878-4

For sale: 30 horsepower boiler with stoker and stack, between 50 and 75 feet high. Used only 3 years, in perfect shape, just like new. Inquire Theodore Manouse, 78 Myrtle Avenue, Johnson City, New York. Phone after 6:30 7-0541. 7913-4

Hoffman double Economy petroleum cleaning unit. 2—30 x 48" Greyhound metal washers. 1—26" extractor. 1—275 gal. aboveground tank. 1—2,000 gal. scraper-type filter. 5 H.P. 220 volt, 60 cycle, 3-phase motor. Pipings and fittings $1,500, excellent condition. Happiness Laundry, 613 Waverly Ave., Mamaroneck, N. Y. 7916-4

Entire small cleaning plant. Butler 45 lb. motor-driven washer, 24" extractor, 35 GPH still, 1,000 GPH Monel screen scraper filter. Huebsch 30" x 36" tumbler, 400 gal. double storage tank, Glover spotting board, Cissell steam board and iron, Hoffman XCO press, Adjusta-Form, 4-6 unit Hoffman air vacuum, 15 HP Orr-Sembower oil-fired Scotch marine boiler with Lattner return system, Sears ¾ HP air compressor—this is all complete with valves, traps, pipes and fittings. Used only 6 years, like new. $4,000 takes the whole system, or will sell pieces separately. Write: Martin Cleaners, 8th and Oak, Burlington, Iowa. 7940-4

1 U. S. Hoffman sack coat steam-air former, like new, $195. 1 Flexform, needs minor repairs, $45. Empire Cleaners, 422 East Fifth Street, Hazleton, Pa. 7954-4

FOR SALE—150-gallon Gross still. 54" x 84" washer. 25 H.P. Parker Boiler. 2 Huebsch tumblers. Columbia Kleen-Rite, Inc., 1025 Forest Ave., West Homestead, Pa. 7952-4

ADVERTISERS IN THIS ISSUE...

Almost 50 years ago—in 1907—25 drycleaners met in Milwaukee to form the organization known today as the National Institute of Drycleaning.

In March, 1957, in Atlantic City, *more than 10,000 drycleaners will participate in the N.I.D.'s Golden Anniversary Convention.*

In the intervening half century, the industry has profited by great and constant technological progress, improvements in management know-how, development of stature and consumer acceptance, and almost meteoric growth in number of establishments and volume of sales.

Efforts of the National Institute in the interests of the entire industry, plus the manifold benefits of association activity, have been a vital force in this development.

There is real significance, therefore, in this Golden Anniversary for all of us who, in serving the drycleaning industry, have enjoyed the fruits of great growth and progress.

Won't you, as an advertiser, join us in 1957, in a tribute to the Institute on the occasion of its Golden Anniversary?

A simple but effective means can be the inclusion in your advertising of this N.I.D. Golden Anniversary symbol.

Or perhaps you will want to make a more elaborate gesture of appreciation for a wonderful job well done. Let us know if you would like to have a symbol, or of any other help we can give.

A

Adco, Inc. 44–45
Ajax Pressing Machine Corp. 57
Aid, Inc. 89
Almore Dye House 97
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co. 26–27
Anderson-Prichard Oil Corp. 53

B

Behrstock Co., L. 101
Berlou Manufacturing Co., The 104
Bishop David Freeman Co. 3
Bock Laundry Machine Co. 103
Butler Manufacturing Co. 54–55, 91

C

Caled Products Co., Inc. 18
Chevrolet Div. of General Motors 84
Cissell Mfg. Co., Inc., W. M. 75, 77, 79
Columbia Boiler Co. of Pottstown 24
Columbia-Southern Chemical Corp. 9

D

Darco Division, Atlas Powder Co. 50–51
Davies-Young Soap Co., The 1
Detrex Chemical Industries, Inc. 43, 69, 70
Diamond Alkali Co. 14
Dicalite Division, Great Lakes Carbon Corp. 2
Dodge Division, Chrysler Corp. 73

E

Eaton Chemical & Dyestuff Co. 25
Emery Industries, Inc. 41

F

Fur-Feel Process Corp. 81, 102

G

Glover, Inc., Bill 23
Goldman Pressing Machine Corp. 83
Greenville Chemical Co. 96

H

Haertel Co., Walter 87
Hammond Laundry-Cleaning Machinery Co. 61
Hoffman Machinery Corp., U. S. ..... 4th Cover
Hopkins Equipment Co. 100
Hoyt Manufacturing Corp. 6–7
Huebsch Manufacturing Co. 49

I

International Harvester Co. 12–13

J

Johns-Manville ..... Second Cover

K

Kohnstamm & Co., Inc., H. 103

L

Lattner Manufacturing Co., P. M. 82
Lindy Pen Co., Inc., The 101
Lookout Boiler & Manufacturing Co. 98

M

Manitowoc Engineering Corp. 33–36
Marlow Pumps, Division of Bell & Gossett Co. 63
Mercury Cleaning Systems, Inc. 29
Multi-Clean Products, Inc. 19

N

National Cleaner & Dyer 30, 58–59, 104
National Indemnity Exchange 103
Newhouse Co. 99
Nu-Pro Manufacturing Co. 22

O

Olson Filtration Engineers 95

P

P & H Industries Inc. 103
Pre-Marked Strip Tag Co. 64

Q

Quality Products Co. 100

R

Reliable Machine Works, Inc. 93
Ross Heat Exchanger Div. 31

S

Skelly Oil Co., Industrial Div. 88
Speed Check Co., Inc., The 102
Spix Products Co. 65
Star Service Hanger Division of L. A. Young Spring & Wire Corp. 67
Stauffer Chemical Co. 47
Street & Co., Inc., R. R. 5, 80, 98
Suede and Leather Refinishers of America 8

T

Textile Marking Machine Co., Inc. 102

U

Unipress Co., The 102
U. S. Hoffman Machinery Corp. ..... 4th Cover

V

Vic Cleaning Machine Co. 11
Viking Pump Co. 86

W

Warco Laboratories 60
Washex Machinery Corp. 21
Western Laundry Machinery Co. 15
White Machine Co., Inc. 85
Wichita Precision Tool Co., Inc. ..... 3rd Cover
Wilson Chemical Co., A. L. 17

OUR READERS SAY

Saved by "Signs"

To the Editor:

In your December issue of NATIONAL CLEANER & DYER ("Signs of the Times" department) you stated we could get more information on Orlon-Dynel coats that are new, *simulating mink.*

Had wonderful results on the regular man-made furs, and was about to give a mink job the same treatment. Lucky for us we happened to read your article. The price of this coat will buy many editions of NATIONAL CLEANER & DYER. Thanks.

MIKE DE WULF
Uptown Cleaners
Kewanee, Illinois

For the benefit of readers who may have missed the item on simulated mink, we reprint it below.—EDITOR

Orlon-Dynel Warning: Cleaners are warned to watch for the striped coats simulating mink. *These must be cleaned by the furrier method only.* The striping dye is extremely fugitive in most cases. This condition is impossible to detect until after cleaning when the damage is done.

Plants that are not equipped with fur cleaning equipment can still handle mink-like synthetic coats. Cleaning compounds are available for use in drycleaning tumblers. They produce work comparable to furrier methods. Write the editor of NATIONAL CLEANER & DYER for additional information.

Bailee Insurance

To the Editor:

Could you advise me if there's any insurance I could take out against the damage of clothing, such as shrinking or ruining by spotting. I asked one local insurance agent and he said he knew of none. I have the only plant here in a small town of about 1,000 population and do about $10,000 dollars per year. So I can't afford any losses towards paying out for mishaps, and yet one will occur once in a while.

P. G.
Montana

Practically every cleaner carries bailee insurance. This protects the plantowner and his customers in the event of damage while garments are in the cleaner's possession. However, it specifically covers damage caused by fire, theft, water, etc. It does not cover damage incurred during processing. Such insurance is not available.

Court decisions involving bailee insurance are included in our book on "Legal Decisions," now available.

—EDITOR

Interest in Orlon-Dynel

To the Editor:

Referring to your article in the issue of October 1956 re Orlon-Dynel Pile Fabrics, we let you know that we are interested in information on the equipment and products mentioned in the above article. We beg you therefore to send us this information.

Terlinden & Co.
Kuesnacht-Zuerich
Switzerland

The above is typical of letters which flooded us from this country and all parts of the world in response to the Orlon-Dynel article in our "Fabric Facts" series. Direct replies have been sent to all interested readers.—EDITOR

Fans in French Association

To the Editor:

We acknowledge your letter bearing the New York Post Office stamp dated 20th September 1956.

Our subscription is sent by you to our President's personal address, showing the extreme esteem he bears to your magazine.

We, too, congratulate you for the high quality and the variety of the articles appearing in your journal.

Our syndicate is grouping the 600 "unit shops" and factories with branch stores which are now in activity in France.

So, the renewal of our subscription is not only a matter of individual convenience to us, but is truly of national importance.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Hoping to receive our NATIONAL very soon.

P. BERTRAND-DURTIS, Secretary
Chambre Syndicate Nationale du
Nettoyage Automatique
Paris, France

German Wants Correspondence

To the Editor:

Getting the address from one of your copies of your The NATIONAL CLEANER & DYER, I would be pleased if you could be of help to me, to locate me an address of one of your readers, who will be able and willing to correspond with me about business matters and technical terms in German. Some of your readers would be maybe interested in such a correspondence. I am a foreman in a drycleaning plant in Trier and would like to get in touch with somebody over there. I think you'll be able to help me in this case and will be glad to get an answer soon.

This letter in English was written by a friend of mine.

HERBERT THUROW
27 Nellstrasse
Trier-Kurenz, Germany

We will mention your request on "Our Readers Say" page, and we are sure one of our American readers will be glad to correspond with you.

—EDITOR

Direct-Mail Program

To the Editor:

We are interested in starting a direct-mail program pertaining to lost, new and regular customers with a follow-up campaign.

Could you send us as many tear sheets as possible of other drycleaners' approaches with any special or original twists that they may have applied.

We have enjoyed your magazine for close to 20 years and still look forward to the next issue.

J. KOBY
Dunn Cleaners & Dyers, Inc.
Montreal, Que., Can.

Enclosed are some tear sheets that explain the mechanics of a direct-mail program. An article on the subject will soon appear in NATIONAL CLEANER & DYER.—EDITOR

Super AUTOMATIC Adjusta-Form

Just touch and go! That's right, with Adjusta-Form's one foot pedal the operator's hands are always free, no knobs to turn. Production is automatically increased, for when the steam is turned on, the operator is freed for other work. Too, increased quality is just natural with Adjusta-Form because of positively controlled steam.

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- Ventilated shoulder casting
- Tailoring and adjustability of the bag
- Easy to operate
- Foam Rubber front clamp pad
- Stainless Steel Controls
- Revolving bearing is adjustable

For best results always insist on Genuine Adjusta-Form Nylon Covers, white or black for either Models P1 or P2.

Sta-Vent®

Eliminates touchups, for it holds coat vents securely together while the garment is being steamed on the Adjusta-Form. Sta-Vent will not mark even the most sensitive fabrics. Stainless Steel and foam rubber clamps.

PILLOWS REVITALIZED by Pil-O-Bar

High speed impellers feed the feathers into the wheel, where they are fluffed and dust is removed. Then Ozone and ultra-violet rays clean and deodorize them. Feathers are drawn into new tick at the end of the cycle. Each pillow is processed separately, feathers remain under perfect control, and it's all done automatically.

Adjusta-Form Sleevers are so good, we brand them!

No. 24 — Roll both sleeves of sack coats or overcoats at the same time. Light weight, 24" long, 11" spread with just the right spring tension.

No. 11 — Useful in steam-air finishing coats or jackets with very wide sleeve cuffs. 10" long, 11" spread.

No. 7 — For shaping cuffs of extra small sleeves. Prevents lining hang-down, gives custom appearance. 10" long, 7" spread.

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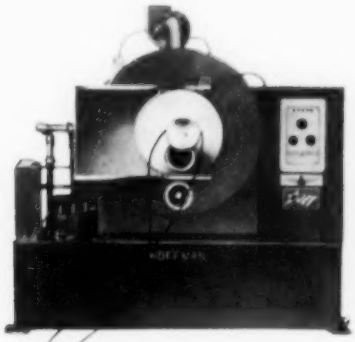

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